

**A SOCIO-LINGUISTIC ANALYSIS ON POLITENESS STRATEGIES  
USED BY SUNDANESE INDOSAT OFFICE WORKERS**

**IN BANDUNG**

**UNDERGRADUATE THESIS**

**BY  
LINTANG TRI PUTRI MUSTIKA PRIJANTO  
NIM 125110107111036**



**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA**

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**UNDERGRADUATE THESIS**

**Presented to  
Universitas Brawijaya  
in partial fulfillment of the requirements  
for the degree of *Sarjana Sastra***

**BY  
LINTANG TRI PUTRI MUSTIKA PRIJANTO  
NIM 125110107111036**

**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2016**

**DECLARATION OF AUTHORSHIP**

Herewith I,

Name

: Lintang Tri Putri Mustika Prijanto

NIM

: 125110107111036

Address

: Perumahan Griya Nagari D-15, Watugede, Singosari, Malang,  
Jawa Timur

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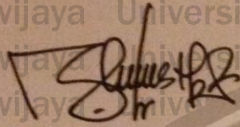
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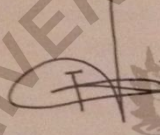
**Tantri Refa Indhiarti, M.A.**  
NIK. 201309 870119 2 001



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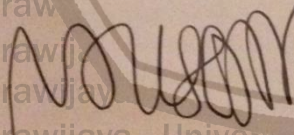


Isti Purwaningtyas, M.Pd., Chair  
NIP. 19790519200501 2003



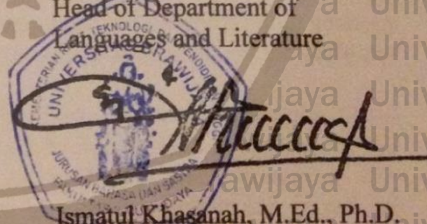
Tantri Refa Indhiarti, M.A., Member  
NIK. 201309 870119 2 001

Acknowledged by,  
Head of Study Program of English



Yusri Fajar, M.A.  
NIP. 19770517 200312 1 001

Sighted by,  
Head of Department of  
Languages and Literature



Ismatul Khasanah, M.Ed., Ph.D.  
NIP. 19750518 200501 2 001

## ABSTRACT

Prijanto, Lintang Tri Putri Mustika. 2016. **A Sociolinguistic Analysis on Politeness Strategies Used by Sundanese Indosat Office Workers in Bandung.** Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti.

Keywords: Politeness, Politeness Strategy, Sundanese

Everyone has the politeness strategy that falls under positive and negative politeness strategies. For example in an office in Bandung, interaction occurs between the workers using Sundanese. Sundanese is divided into three: *Sunda loma*, *Sunda lemes* or *halus*, and *Sunda kasar*. The writer conducts this study to analyze politeness strategy used by the Indosat workers in Bandung. Therefore the problems of the study are: (1) What are the politeness strategies used by the Sundanese workers at Indosat office in Bandung? (2) What is the reason triggering the use of such politeness strategy?

This study uses qualitative research. The writer takes 9 conversations among the workers at Indosat Bandung for data source.

The result of the study uncovers that there are more users of positive politeness than negative politeness in the conversations among the workers. It shows that politeness strategy is determined by the condition and situation where the conversations take place. Positive politeness is indicated by the closeness between the workers of Indosat at the time of the conversation or including informal conversation, while negative politeness is indicated by a formal conversation in the Indosat office. The result also shows that from the 9 conversations, 5 conversations fall under the positive politeness category while 4 conversations fall under the negative politeness. For example: In Datum 1 conversation between Ari and Fitra is an informal conversation in the category of positive politeness using strategy 3 (intensify interest to hearer), in which Ari was telling about his work to Fitra, showing closeness between Ari and Fitra as a coworker or fellow staff. Meanwhile, in Datum 2 conversation between Ilham and Gani is a formal conversation in the category of negative politeness using strategy 5 (give deference), in which the conversation topic among them is two different things about work.

For the next researcher who analyzed the politeness strategies about positive politeness and negative politeness used by the workers at the time of the conversation to know the way of how analyzed politeness strategies. The researcher also suggests the next researcher use another object and it will be interesting to know how the language communities are using politeness strategies.

## ABSTRAK

Prijanto, Lintang Tri Putri Mustika. 2016. **Analisa Sociolinguistik dari Strategi Kesantunan yang Digunakan Oleh Pekerja Sunda di Kantor Indosat Bandung**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: Tantri Refa Indhiarti.

Keywords: Kesopanan, Strategi Kesantunan, Sunda

Setiap orang memiliki strategi kesantunan berbahasa, yaitu kesopanan positif dan kesopanan negatif. Misalnya di sebuah kantor di Bandung, terjadi sebuah interaksi antara para pekerja menggunakan bahasa Sunda. Mereka berkomunikasi menggunakan bahasa Sunda, yang melibatkan strategi kesopanan. Bahasa Sunda ada tiga jenis, yaitu: Sunda loma, Sunda lemes atau halus, dan Sunda kasar. Penulis mengadakan studi ini dikarenakan untuk menganalisa strategi kesopanan yang digunakan oleh pekerja Indosat di Bandung. Oleh karena itu masalah penelitian ini, yaitu: (1) Apa strategi kesantunan yang digunakan oleh para pekerja Sunda di kantor Indosat di Bandung? (2) Apa alasan yang memicu penggunaan strategi kesopanan?

Studi ini menggunakan pendekatan kualitatif. Penulis hanya mengambil 9 percakapan antara pekerja kantor di Indosat Bandung dalam sumber data.

Hasil penelitian mengungkapkan bahwa ada lebih banyak pengguna kesopanan positif lebih banyak daripada kesopanan negative pada percakapan antara pekerja. Hal tersebut menunjukkan bahwa tingkat kesantunan di lihat dari kondisi dan situasi percakapan. Kesopanan positif ditunjukkan oleh kedekatan antara pekerja dari Indosat pada saat percakapan atau percakapan informal, sementara kesopanan negative ditunjukkan dengan percakapan formal di kantor Indosat. Hasil penelitian juga menunjukkan dari sembilan percakapan, lima percakapan masuk dalam kategori kesopanan positif dan empat percakapan masuk dalam kategori kesopanan negative. Contohnya: pada Datum 1 percakapan antara Ari dan Fitra ialah percakapan informal yang masuk dalam kategori dari kesopanan positif menggunakan strategi 3 (meningkatkan perhatian pendengar) yang mana Ari menceritakan pekerjaannya kepada Fitra, menunjukkan kedekatan antara Ari dan Fitra sebagai rekan kerja atau sesame staf. Sedangkan, Datum 2 percakapan antara Ilham dan Gani ialah percakapan formal yang masuk dalam kategori kesopanan negative menggunakan strategi 5 (memberikan rasa hormat), yang mana percakapan di antara mereka adalah dua hal yang berbeda tentang pekerjaan.

Untuk peneliti selanjutnya yang menganalisis strategi kesantunan tentang kesantunan positif dan kesantunan negative yang digunakan oleh para pekerja pada saat percakapan mengerti bagaimana menganalisis strategi kesopanan. Peneliti juga menyarankan peneliti selanjutnya menggunakan objek lain dan itu akan menarik untuk mengetahui komunitas bahasa menggunakan strategi kesantunan.

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Malang, 10 August 2016

The Writer

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# CHAPTER I

## INTRODUCTION

This chapter presents the background of the study, problems of the study, objectives of the study, and definition key terms.

### 1.1 Background of the Study

Sociolinguistics is the study of the connection between language and society and the way people use language in terms of different social situations.

According to Wardhaugh (1986, p.13) "Sociolinguistics is concerned with investigating the relationships between language and society with the goal of a better understanding of the structure of language and how language functions in communication." Language and society cannot be separated because of the language people can communicate with each other. There are relation between language and their daily live.

Language is a cultural product of a society based on the circumstances of meaning and agreed jointly by other communities in the cultural sphere. The speakers choose the strategies to have a polite conversation. Politeness strategies are used to minimize face-threatening acts. According to Brown and Levinson (1987), politeness strategies are developed to save the hearer's face. Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Their notions of 'face is derived from that of Goffman (1987) and from the English folk term, which is related to notions

of being embarrassed or humiliated, or "losing face". Manners in Indonesia very respected, like a child talking to parents or subordinates to superiors.

Politeness strategy that is chosen is one used in Sundanese, one of the local languages in Indonesia. According to Atmamihardja (1958), "Sundanese language is the language used by the people of West Java such as Bandung, Tasik, Garut, Bogor, and others, Sundanese has its own regional language called Sundanese. Geographically, Sundanese is located in western part of Java Island. In other words, Sundanese is located in West Java. In Sundanese, there are known as the Old Sundanese language. Old Sundanese language is usually written on the historical heritage objects, such as writing on stone called inscriptions and manuscripts written on palm leaves". Sundanese language is divided into three variations Language: *Sunda kasar* ("kasar"), *Sunda loma* ("biasa"), and *Sunda lemes* ("halus").

The phenomenon of politeness can be found in any context of conversation, including politeness in Indosat office in Bandung. The researcher chooses office of Indosat Bandung because workers use Sundanese language every day at the time in the office. Here the researcher sees the level of conversation in the office on the basis of age and position, so that is why the researcher is interested to investigate the kind of politeness strategies used by Indosat office in Bandung.

The researcher is interested in researching about polite language in Sundanese, because Sundanese one of the language in Indonesia are located in Western Java which has its own unique language. In addition, each person has a

different character or nature, the Sundanese people have grammatical propriety different. Here the researcher explains how someone uses polite language to speak, as it does subordinates and superiors at work. Each area would have had the procedure using polite language. The word 'politeness' as a respectful and orderly nature according to customary good. Politeness is divided into two, namely, positive politeness and negative politeness. The researcher would like to analyze about positive politeness and negative politeness on the conversation in the Indosat office. For example, in Sundanese to ask "Sudah makan?", in English is "Have you eaten?", in this case, level of Sundanese language, namely *Sunda lemes (halus)*: "Parantos tuang?", *Sunda loma*: "Enggeus dahar?", *Sunda kasar*: "Enggeus lolodok?".

This study examines politeness strategies phenomena of Sundanese Language on workers Indosat office in Bandung as reflected in the language of conversation, because some people may not be able to understand the ethnic group, for example, the Sundanese who speak *Sunda lemes* or *halus* talking to people who speak *Sunda kasar*. On the language which wants to be canvassed the researcher to have three kinds in one language and it became one of the uniqueness in the language itself. Therefore the author makes data from people who worked in Indosat office in Bandung.

The research findings are expected to enrich the theories of linguistic politeness strategies, specifically the spoken language in Sundanese community.

This study is useful to provide the information of what politeness strategies language on workers Indosat office in Bandung. Practically, since this research

focused on Sundanese native speaker on workers Indosat office in Bandung, in expressing statement, question, offer, etc. Lastly it may be useful to provide information about the language of Sundanese.

## 1.2 Problems of the Study

Based on the background of the study, the researcher focuses the problems on:

1. What are the politeness strategies used by the Sundanese workers at Indosat office in Bandung?
2. What is the reason triggering the use of such politeness strategies?

## 1.3 Objectives of the Study

This paper is made with a variety of purposes. The researcher intends to invite readers and listeners to understand the contents of this paper. The author hopes that readers, listeners, and author themselves to be able to understand the Sundanese.

1. To find out the politeness strategies used by the Sundanese workers at Indosat office in Bandung?
2. To find out the reason triggering the use of such politeness strategies.



**1.4 Definition of Key Terms**

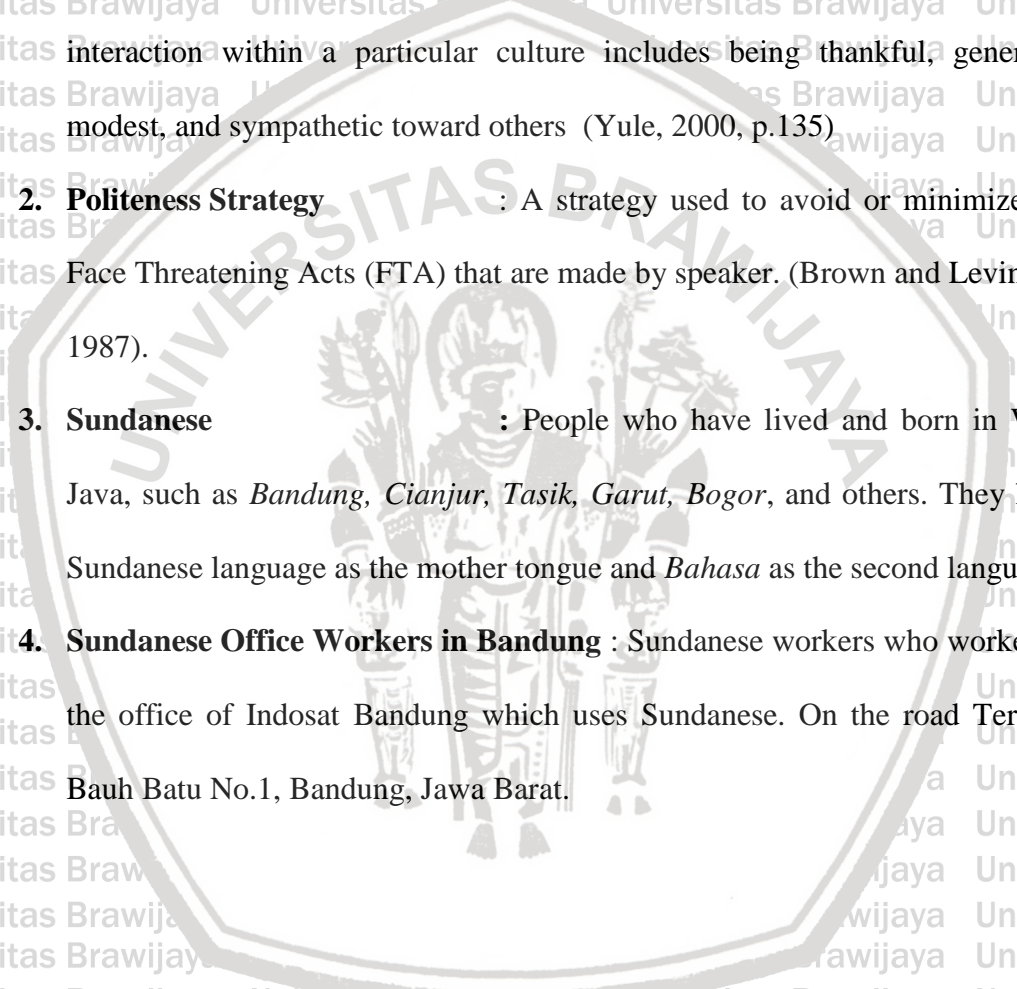
In this part, the researcher aims at giving definition of the key terms used in the study.

**1. Politeness** : A principle of being polite in social interaction within a particular culture includes being thankful, generous, modest, and sympathetic toward others (Yule, 2000, p.135)

**2. Politeness Strategy** : A strategy used to avoid or minimize the Face Threatening Acts (FTA) that are made by speaker. (Brown and Levinson, 1987).

**3. Sundanese** : People who have lived and born in West Java, such as *Bandung, Cianjur, Tasik, Garut, Bogor*, and others. They have Sundanese language as the mother tongue and *Bahasa* as the second language.

**4. Sundanese Office Workers in Bandung** : Sundanese workers who worked in the office of Indosat Bandung which uses Sundanese. On the road Terusan Bauh Batu No.1, Bandung, Jawa Barat.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

In this chapter, the researcher will present the theoretical framework and the previous studies.

#### 2.1 Theoretical Framework

There are some theories in this research. The researcher will explain related theories used in this study. This chapter there is Politeness, Brown and Levinson's Politeness Strategies, Face Threatening Acts (FTA), Sundanese language, and Previous Study.

#### 2.2 Politeness

Politeness is developed by societies in order to reduce friction in personal interaction, Lakoff 1975. (Watts, Ide, and Ehlich, 2005 p.18) they argue that politeness is thus a dynamic concept, always open to adaptation and change in any group, in any age, at any moment of time. It is not a socioanthropological given which can simply be applied to the analysis of social interaction, but actually arises out of that interaction. This means that human behavior and moral values change over time, what is regarded as polite also varies between different social groups. Politeness also can thus be seen as a central concept in the formation of social class, because in

the 18<sup>th</sup> century it was used to exclude members of the upcoming commercial class access to positions of wealth and power.

Show that politeness has an ideological dimension and exemplifies this with turn taking in the classroom and the conventions between secretary and manager and that this describes ideological assumptions of the social identities and the social relationships between teachers and pupils, managers and secretaries (Fairclough, 2006). Lakoff (1973) defines politeness as a system to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. The role of politeness is to maintain a harmonious relation between the participants during the interaction. To achieve this goal, he introduces three politeness rules: 1. Don't impose, 2. Give option, and 3. Make a good feeling. The language used is not always good in everyday listening to others, it mean when someone talk to other people who are older than us, that person have to speak politely. Do not talk to the older person as a friend, because someone must be able to distinguish which one is more polite language when talking to older people. Not only to older people, but also with the person above us like a boss – employee or subordinate, children – parents, teachers – pupils.

### **2.3 Brown and Levinson's Politeness Strategies**

According to Brown and Levinson, politeness strategies are developed in order to save the hearer's "face". Face refers to the respect that an individual has for

him or herself, and maintaining his or her “self-esteem” in public or in private situations. Usually when trying to avoid embarrassing the other person’s, or making them feel uncomfortable. Face Threatening Acts (FTA’s) are acts that infringe on the hearer’s need to maintain his or her self-esteem, and to be respected. What would you do if you saw a cup of pens on your teacher’s desk, and you wanted to use one, would you:

- a. Say, “Ooh, I want to use one of those!”
- b. Say, “Is it O.K. if I use one of those pens?”
- c. Say, “I’m sorry to bother you but, I just wanted to ask you if I could use one of those pens?”
- d. Indirectly say, “Hmm, I sure could use a blue pen right now.”

Brown and Levinson sum up human politeness behavior in four strategies, which correspond to these examples: Bald on Record, negative politeness, positive politeness, and off-record-indirect strategy.

### **2.3.1 Bald On Record**

Bald on record strategy is used whenever speaker wants to do the FTA with maximum efficiency more than he wants to satisfy hearer’s face, even to any degree.

According to Brown and Levinson (1987, p.95), doing an act baldly means that doing an act or more in the most direct, clear, unambiguous, and concise way possible. One of the reasons people choose to go bald on record is because the Speaker’s wants

come first and more important than the want to satisfy the hearer's face. Bald on

Record consists of two strategies, as seen below:

- Strategy 1: Cases of non-minimization of the face threat
- Strategy 2: Cases of FTA – Oriented bald on record usage

### 2.3.2 Negative Politeness

According to Brown and Levinson, negative politeness is “a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded” (1987, p.129). Negative politeness strategy recognizes the hearer's face, but it also recognizes that the speaker is in some way forcing on them. Negative politeness is usually used in the formal situation where there is a gap between the speaker and the hearer so they have to show the respect to each other. Brown and Levinso (1987), negative politeness contains ten strategies, as seen below:

- Strategy 1: Be conventionally indirect

A speaker is faced with opposing tensional: the desire to give H an ‘out’ by being indirect, and the desire to go on record. It is solved by the compromise of conventional indirectness, the use of phrases and sentences that have contextually unambiguous meaning which are different from their literal meanings.

For example: “Can you please get me the sugar?”

- Strategy 2: Question, hedge

Be carefully avoiding presuming or assuming that anything involved in the FTA is

desire or believe by H. this will include avoiding presumptions about H, S's wants, what is relevant or interesting or worthy of his attention that is keeping ritual distance from H.

For example: "I guess that Heina is coming."

- Strategy 3: Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt.

For example: "Will there be a cigarette on you?"

- Strategy 4: Minimize the imposition

Speaker redresses the seriousness of the FTA to pay hearer deference. 'just' conveys both its literal meaning of 'exactly' and 'only'.

For example: "I just want to ask you if I can borrow a single sheet of paper."

- Strategy 5: Give deference

Speaker humbles himself, his capacities, and possessions.

For example: "Excuse me, Sir, but would you mind if I close the door."

- Strategy 6: Apologize

Admit the impingement, speaker simply admits that he is impinging on hearer's face.

For example: "I know you must very busy, but ..."

Indicate reluctance, speaker can attempt to show that he is reluctant to interrupt on hearer by using hedges.

For example: "I do not want to bother you, but ..."

- Strategy 7: Impersonalized speaker and hearer

One way indicating that speaker does not want to impinge on hearer is to phrase the

FTA as if the agent were other than S and the addressee were other than hearer, or not inclusive of hearer.

For example: “Do this for me” (from “I ask you to do this for me”).

- Strategy 8: State the FTA as a general rule

Speaker indicates that he doesn't intend to impinge (but is merely forced by circumstances) by stating the FTA as an instance of some general social rule, regulation, or obligation. So we get pronoun avoidance.

For example: “Passengers will please refrain from flushing toilets on the train.” (not ‘you will please refrain from flushing toilets on the train’).

- Strategy 9: Nominalize

It shows formality, which is associated with the noun end of the continuum, which begin from verb through adjective to noun.

For example: “Your good performance on the examinations impressed us favourably.”

- Strategy 10: Go on record as incurring a debt, or as not incurring a debt

Speaker can redress an FTA by explicitly claiming his indebtedness to hearer or disclaiming any indebtedness of hearer.

For example: “I'd be eternally grateful if you would ...”

### 2.3.3 Positive Politeness

The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to

minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). The only feature that distinguishes positive politeness compensation from normal everyday intimate language behavior is an element of exaggeration. Positive politeness contains fifteen strategies, as seen below:

- Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)

Speaker should take notice of aspect of hearer's condition (noticeable changes, remarkable possession, etc)

For example: "Goodness, you cut your hair! By the way, I came to borrow some flour"

- Strategy 2: Exaggerate (interest, approval, sympathy with hearer)

The strategy is often done with exaggerated intonations, stress and other aspect of Prosodic, as well as with intensifying modifiers.

For example: "What a fantastic garden you have!"

- Strategy 3: Intensify interest to hearer

Speaker includes hearer into the middle of the events being discussed to intensify the interest of speaker's contribution by 'making a good story'.

For example: "There were a million people in the Co-op tonight!"

- Strategy 4: Use in-group identity markers

Speaker can implicitly claim common ground with hearer by using certain term of address forms, language or dialect, jargon or slang and ellipsis.

For example: "Come here, buddy."



- Strategy 5: Seek agreement

There are two ways to do strategy, by choosing the ‘safe topics’ and doing repetition of what the preceding speaker has said in a conversation. It allows speaker to stress agreement with hearer and to satisfy hearer’s wants.

For example: A: Grace went to London this weekend

B: To London!

- Strategy 6: Avoid disagreement

In this strategy, it can be done by speaker to twist his utterance. Thus, speaker can hide disagreement from hearer.

For example: A: You hate you Mom and Dad

B: Oh, sometimes.

- Strategy 7: Presuppose/ raise/ assert common ground

Speaker has opportunities to stress the common ground he shares with hearer – common concerns, and common attitude towards interesting events.

For example: “Don’t you want some dinner now?”

- Strategy 8: Joke

It is a technique for putting hearer ‘at ease’ or minimizing a FTA of requesting.

For example: “OK if I tackle those cookies now?”

- Strategy 9: Assert or presuppose speaker’s knowledge of and concern for hearer’s wants.

This strategy can be done by asserting or implying knowledge of hearer’s wants and willingness to fit one’s own in with hearer and speaker.

For example: “I know you can’t bear parties, but this one will really be good – do come!”

- Strategy 10: Offer, promise

To redress the potential threat of some FTAs, speaker claims that whatever hearer wants, speaker will help to obtain, to show speaker’s good intention in satisfying hearer’s positive-faces wants, even if it’s false.

For example: “I’ll drop by sometime next week.”

- Strategy 11: Be optimistic

Speaker assumes that hearer wants speaker’s wants and will help him to obtain it.

For example: “Look, I’m sure you won’t mind if I borrow your typewriter.”

- Strategy 12: include both speaker and hearer in the activity

By using inclusive ‘we’ form when speaker actually means ‘you’ or ‘me’, he can call upon the cooperative assumption and redress FTAs.

For example: “Let’s have a cookie, then” (i.e. me)

- Strategy 13: Give (or ask for) reasons

Giving reason is a way of implying ‘I can help you’ or ‘you can help me’, and assuming cooperation, a way of showing what help is needed.

For example: “Why don’t I help you with that suitcase?”

- Strategy 14: Assume or assert reciprocity

Speaker ask hearer to cooperate with him by giving evidence of reciprocal rights or obligation between speaker and hearer. Thus, speaker may say, ‘I’ll do X for you if

you can do Y for me’.

For example: “I’ll give you a new car if you can pass the test”

- Strategy 15: Give gifts to hearer (goods, sympathy, understanding, cooperation)

Speaker satisfies hearer’s positive-face wants by giving tangible gifts and human-relations wants, which are the wants to be liked, admired, cared about, understood, listened to, and so on.

For example: “I will help you in doing this proposal”

**2.3.4 Off-Record**

According to Brown and Levinson (1987), a communicative act is done off-record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do it off-record and leave it up the addressee to decide how to interpret it. Off record consists of fifteen strategies, as seen below:

- Strategy 1: Give hints

For example: “What a hot day”

- Strategy 2: Give association clues

For example: “Are you going to the market tomorrow?”

- Strategy 3: Presuppose

For example: “I washed the car again today”

- Strategy 4: Understate

For example: A: What do you think of Jim?

B: Nothing wrongs with him

- Strategy 5: Overstate

For example: “You never do washing up (convey a criticism)”

- Strategy 6: Use tautologies

For example: “Where my clothes belong. Look upstairs!”

- Strategy 7: Use contradictions

For example: A: Are you upset about that?

B: Well, yes and no

- Strategy 8: Be ironic

For example: “Lovely neighbor, eh? (In a slum)”

- Strategy 9: Use metaphor

For example: “The main things is that (he) ‘eats kicks’ (let him suffer)”

- Strategy 10: Use rhetorical question

For example: “How was I to know... (An excuse, c.i I wasn’t)”

- Strategy 11: Be ambiguous

For example: “Jim’s a pretty sharp cookie (it could be either a compliment or insult)”

- Strategy 12: Be vague

For example: “Looks like someone may have had too much to drink”

- Strategy 13: Overgeneralize

For example: “A penny saved is a penny earned”

- Strategy 14: Displace hearer

For example: “A secretary in an office asks another- but with negative

politeness to pass the stapler, in circumstances where a professor is much

nearer to the stapler than the other secretary. His face isn't threatened, and he

can choose to do it himself as a bonus 'free gift'.”

- Strategy 15: Be incomplete, use ellipsis

For example: “Well, I didn't see you...”

## 2.4 Face Threatening Acts (FTA)

Acts that threaten someone's face are called face threatening acts (FTAs).

According to Brown and Levinson (1987) assume that all competent adults belonging to a society are rational agents who have positive and negative face. They conceive

this double-featured face as the public self image that every individual, every member

of a society, wants to claim for himself/herself. Although it is in every participant's

interest to avoid face threatening acts in an interaction, it is not always possible, as

some acts are intrinsically face threatening and cannot be performed without posing a

threat to either hearer's or speaker's face. There are two kinds of face threatening

acts : positive FTA and negative FTA.

### 2.4.1 Positive Face Threatening Act

The acts that threaten the positive face want, by indicating that the speaker does not care about the hearer's feeling, wants, etc. include:

1. Those that show that the speaker has a negative evaluation of some aspect of the addressee's positive face:
  - a. Expressions of disapproval, criticism, contempt or ridicule, complaints and reprimands, accusation, insult.
  - b. Contradictions or disagreement, challenges.
2. Those that show that the speaker does not care about (or is indifferent to) the addressee's positive face:
  - a. Expression of violent (out of control) emotions.
  - b. Irreverence, mention of taboo topics, including those that are inappropriate in the context.
  - c. Bringing a bad news about addressee, or good news (boasting) about the speaker.
  - d. Rising of dangerously emotional or divisive topics, e.g. politeness, race, religion.
  - e. Blatan non cooperation in an activity, e.g. disruptively interrupting the addressee's talk, making non-sequiturs or showing non-attention.
  - f. Use of address terms and other status-marked identifications initial encounters.

### 2.4.2 Negative Face Threatening Act

The acts that threaten the negative-face want indicate that the speaker does not respect the hearer's freedom of actions and thought. Among these, Brown and Levinson (1987) consider:

1. Those that anticipate some action of the addressee, whereby the speaker puts pressure on the hearer to do or not to do something:
  - a. Orders and requests (the speaker wants the addressee to do or refrain from doing something)
  - b. Suggestions and advice (the speaker states that the addressee ought to do something)
  - c. Reminding (the speaker reminds the addressee that he ought to take some actions)
  - d. Threats, warnings, dares (the speaker indicates that the addressee ought to do something unless he wants to face his or somebody else's retaliation)
2. Those that anticipate some action of the speaker, whereby he puts pressure on the addressee to accept or reject some kind of debt:
  - a. offers (the speaker wants to do something for the hearer, whereby the addressee incurs in some kind of debt)
  - b. promises (the speaker will do something for the hearer in the future, whereby the addressee will probably incur in some kind of debt)

- 3. Those that anticipate some desire of the speaker regarding the addressee, whereby he puts pressure on the hearer to take action in order to protect or contribute to the speaker's wants:
  - a. compliments, expression of envy or admiration (the speaker states that he likes or would like something from the hearer)
  - b. expression of strong emotions toward the addressee (hatred, anger, lust all account for possible harms to the hearer)

**2.5 Sundanese Language**

One of the largest ethnic groups in Indonesia is Sundanese. According to Atmamihardja (1958), especially in West Java has its own regional language called "Sundanese". Geographically, Sundanese is located in western part of Java Island. In other words, Sundanese is the area in Indonesia language spoken by approximately 27 million people and is the second most common language of the speakers after the Java language. In Sundanese, there are known as the Old Sundanese language. Old Sundanese language is usually written on the historical heritage objects, such as writings on stone called inscriptions and manuscripts written on palm leaves.

Sundanese with its distinctive dialect adding researchers study materials Sundanese language because language is regarded as a difficult area. Unlike the Indonesia, Sundanese has several levels based on the level of decency, including the following.

*Sunda lemes*, is smooth Sundanese used for people whose age is above us. This smooth Sundanese language has a very high value of decency. Usually used to talk



with parents, teachers, and people we respect. Example: “*tuang*” which means eating.

*Sunda loma*, is Sundanese half smooth or mediocre. *Sunda loma* language is commonly used in people whose same age. Such as for chatting with friend usually use *Sunda loma*. Example: “*Dahar*” which means eating.

*Sunda kasar*, which is the most coarse language in Sundanese. *Sunda kasar* language is often used when someone is angry. *Sunda kasar* also used by people who lack education level so do not know manners. Example: “*Madang, lalatur, jajablog, lolodok*” which means eating.

Currently, Sundanese language written with the Latin alphabet. Sundanese has five vowels pure, namely: a, i, u, e, o and two neutral vocal “*e pepet*” and “*eu*”.

Consonant Sundanese consists of 18 phonemes, namely: p, b, t, d, k, g, c, j, h, ng, ny, m, n, s, w, l, r, and y. Difficulty migrants speak Sundanese is when pronouncing the sound eu. For example, to say “*Cicahem*”, migrants often say *eu e pepet* so that the sound becomes “*Cicahem*”, without the “u”.

Sundanese language is a language that is unique to the levels of language, or better known as railroad-rafter who barely owned by other languages. Another uniqueness in Sundanese are unfamiliar consonant F. Sundanese people tend not to pronounce F. To pronounce forgiveness and slander (Indonesian) be ‘*maap*’ and ‘*pitnah*’. Sundanese people only know that P ‘*peuyeum*’. No letter F or V.

## 2.6 Previous Studies

There are several studies that have been conducted in politeness. In this study the writer took two references as the previous study. The first previous study was conducted by Wardhani, thesis published in 2014, entitled “Pola Komunikasi Guru dan Siswa Siswi SMP Negeri 16 Bandung Dalam Program Rebo Nyunda”. The data of this study used in the study of communication patterns of teachers and students in the program Rebo Nyunda in 16 Junior High School in Bandung. Researcher used qualitative approach and look for data that is obtained by conducting interviews, observations, questionnaires or documentation. This study analyzed the FTA and politeness strategies language, focus strategies include the use of greetings, modal participles, and various forms of participant reference. These may combine with special uses of grammatical person in honorific addressee-reference and deprecating self-reference. The author uses the theory of Creswell.

Another previous study was conducted by Yulianita, thesis published in 2006, entitled “The politeness strategies relating to role relationship and gender used between the employer and the worker of Jaya Melati Store”. The data of this study by interview several people about the realization of the value of cultural meanings and implications, and the theory use Brown and Levinson. This study analyzed about politeness strategies related to gender and role relationship. This study wanted to know what type of politeness strategies related to role relationship and gender used by employer and the worker in Jaya Melati Store. The writer used conversation between the employer and the workers and Jaya Melati Store.

There were some similarities between this study and the two of previous studies. First, this study analyzed the use of politeness strategies and the analysis of dialogue or conversation utterances as data collecting using the politeness strategies theory. The second, the data were obtained from people utterances and this study analyzed the use of politeness strategies based on Brown and Levinson theory. However, there was also a difference between this study and Wardhani study. In this study the writer took the data from the recording and using the theory of Brown and Levinson. Meanwhile Wardhani took the data through interviews, observations, questioner or documentation in 16 Junior High School in Bandung and using the theory of Creswell. While this study and Yulianita study, data obtained by different. In this study the writer took the data from the recording. Meanwhile Yulianita took the data through interview only.

## CHAPTER III

### RESEARCH METHODS

This chapter includes the methods that the research used to conduct this research, type of the research, data source, data collection, and the last is data analysis.

#### 3.1 Research Design

The method is structured and organized manner, to achieve the goal. In this study, the writer used descriptive qualitative research because the writer investigates the language in society and does not deal with numerical data. Ary, et.al (2002, p.22) says that, “Qualitative research focuses on understanding social phenomena from the perspective of the human of participants in the study.” It means that qualitative research is a process of exploring issues related to social or human. Based on the statement, qualitative research was appropriate for research design in this research because here, in this case it is definitely on the method politeness strategies in Sundanese language, which has three different level of speech, and there are two section of the politeness strategies, namely, positive politeness and negative politeness. When people speak, the other people have to the make the choice

of many different kinds: what to say, when to say it, how to say it. How we say something is as important as what we say "content and form are inseparable".

Language shows social relationship between speaker and listener.

### 3.2 Data Source

The data of this research are utterances containing politeness strategies produced by Sundanese office workers in Indosat office. While, the data source is taken when the Sundanese office workers in Indosat office in Bandung in an interaction and when the people are using the language of politeness in conversation during office hours. The researcher chooses the participants based on the following criteria: 1. They are native Sundanese, 2. They speak Sundanese. Researcher choose 9 conversations of 14 people who participated from each workers in Indosat office, because not everyone uses only one type of language, as in the Sundanese language that has three types speech levels, namely *halus (lemes)*, *kasar*, and *biasa (loma)*, and each person also has their politeness strategies, such as the secretary spoke with supervisor, talk with fellow workers, young man talking to an older, subordinate and superior, etc. *Sunda lemes* or *halus* used for people whose age is above us. This smooth Sundanese language has a very high value of decency. Usually used to talk with parents, teachers, and people we respect. *Sunda loma*, is Sundanese half smooth or mediocre. *Sunda loma* language is commonly used in people whose same age. Such as for chatting with friend usually use *Sunda loma*. *Sunda kasar*, which is the most coarse language in Sundanese. *Sunda kasar* language is often used when

someone is angry. *Sunda kasar* also used by people who lack education level so do not know manners. Therefore the researcher can see what language that is often used for politeness strategies. Research data are taken using the recording. It is important to underline the values of a society because some people still give priority to the application of solidarity and politeness in the conversation. Sometimes, some people are fine if someone try to apply solidarity when speaking, but not for some others. Of course the consideration of the usage of solidarity and politeness should be kept. Then, someone to talk to others have never met or those who has higher social status than us, someone who is better to use the principle of politeness. In this study, the researcher is allowed to take samples at the time of work or in a formal time, and take on informal time or at a relaxed time or break. The researcher took the data during work time because in order to examine what kind of language used in situation and condition at the time.

### 3.3 Data Collection

In this study, the research has a role as the main instrument. As stated by Ary et al (2002, p.424) in qualitative studies, “the human investigator is the primary instrument for gathering and analyzing the data.” The researcher took the data by recording the conversations and that has permission to the Indosat office. The researcher recorded the conversations as the data for three days. In attemption to get the data required for this study, the researcher takes several steps in collecting the data:

### 1. Recording

The researcher recorded the conversations of the workers in Indosat office

Bandung.

### 2. Transcribing the result of the recording

The researcher transcribed the recording.

### 3. Selecting the data

The researcher selected the transcribed conversations to find the utterances containing politeness strategy.

## 3.4 Data Analysis

After collecting the data, the researcher continues to the next step, that is analyzing the data. Ary et al (2002) state that “analysis involves reducing and organizing the data, synthesizing, searching for significant patterns and discovering what is important”. In this case, the researchers use the following steps to analyze the data.

#### a. Identifying the politeness strategies

After the data were collected, the researcher identified the data taken from recording. The researcher analyzed politeness strategies in term of positive and negative politeness strategy of Sundanese language using Brown and Levinson's theory (1987).

b. Classifying the politeness strategies

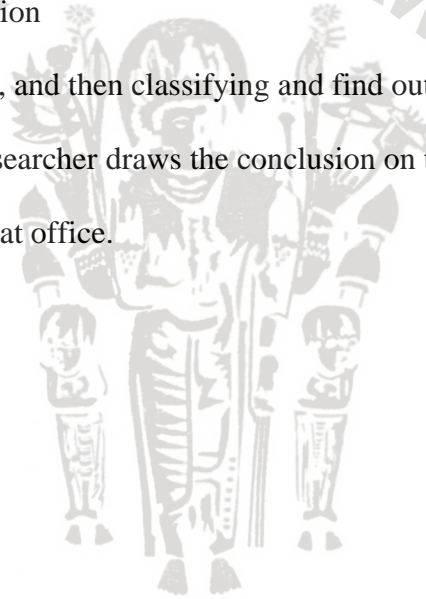
After the data are identified, the researcher classified the data of record and grouped to know the Sundanese language used for politeness strategies.

c. Figuring out the reason

After classifying, the researcher looks for reason why the participants use a different level for politeness strategies by using the theory of Brown and Levinson (1987).

d. Drawing conclusion

After identifying, and then classifying and find out the reason of politeness strategies, the researcher draws the conclusion on the politeness strategies used in the Indosat office.





## CHAPTER IV FINDING AND DISCUSSION

This chapter contains findings of the research that answer the problem of the study, and also the discussion related to the findings of the study.

### 4.1 Findings

After choosing the data taken from the recording, the researcher found the conversations that use positive politeness and negative politeness strategies. There are various kinds of conversation using different speech levels. There are 3 speech levels in Sundanese, namely, *Sunda loma*, *Sunda lemes* or *halus*, and *Sunda kasar*. The language of politeness strategies connects the speech level in Sundanese which they use speech level at the time of the conversation by looking who is invited to speak, different speech level showing politeness strategies used. Politeness strategy influential in every conversation, here the researcher will examine the speech level in Sundanese kind of what is used at the time of the conversation and included in the category of what kinds of politeness strategies. So, politeness strategy can be seen from the Sundanese language conversation using what kind of speech level. Here the researcher analyzed two types of conversations by using politeness strategy, namely, positive politeness and negative politeness. The data from the conversations that are categorized based on theory of politeness strategies by Brown and Levinson's consisting of positive politeness and negative politeness (1987). Here, on the different

situation and condition in every conversation on the positive politeness and negative politeness uttered by the speaker. The researcher must know and understand how the speaker uses the positive politeness and negative politeness strategy in the conversation.

Data of the analysis is by the speaker. Here, analyzing category strategy conducted in the conversation. Like the previous explanation, sociolinguistic is a study that describe about the relationship between society and language, so this relationship shows the relationship in the form of language and certain function in the society. It aims to find out how the use of categories positive politeness and negative politeness. Positive politeness has several categories, namely: the positive face of the listeners, respecting a similarity, and do the same purpose with the speaker. Then, negative politeness tends to see the point of view of the listener and will to be respected by the speaker. For example, using formal language in conversation at business meeting, to people who have not known and etc. Sundanese are people whose their variety of language can be clearly described the level of society. Each strategy and its category are presented as following.

**4.1.1 The Politeness Strategies Used by the Indosat Workers**

**4.1.1.1 Positive Politeness Strategy**

Positive politeness strategy can drive positive person's face, which is used to avoid offending to highlight the friendliness. These speech levels indicate the attitude

of the speaker toward the addressee. The statements include solidarity, establishing, common ground and using jokes, nicknames, tag questions, appreciation, compliments, and so on. Positive politeness is included closeness conversation. The speech is taken from conversations workers Indosat office and there are 5 conversations that use the positive politeness strategy and also an explanation of the situation of each conversation has done positive politeness strategies

**Datum 1**

- Ari : *Iya si Dani, geser dah ni urang saeutik ti pengang nyu..cut nyu..cut*  
‘Yes, Dani, we are sliding a bit so as not to hum nyu..cut nyu..cut’
- Fitra : *Nyaeta masa isa kitu teh*  
‘What could be so’
- Ari : *Udah muter 22 kali tapi cuma saeutik bautna*  
‘Already play 22 times, but only a handful of bolt’
- Fitra : *Pake naon?*  
‘Using what?’
- Ari : *Kuduna kan lamun eta make ieu teh beker aya make dana bor*  
‘If such it should use the alarm, there are funds that use drill’
- Fitra : *Ga nyatu*  
‘Not fused’
- Ari : *Modar kabeh*  
‘Dead all’

In this conversation Ari and Fitra included the category positive politeness:

They used strategy 3 of positive politeness (Intensify interest to hearer), which Ari telling about his work to Fitra. The speaker used this strategy because the researcher saw the closeness between Ari and Fitra as a coworker or fellow staff. Ari and Fitra

often use *Sunda kasar* and *Sunda loma* for conversation in the office or out of the office.

**Datum 2**

Gerry : *Gampang kalo goyang dikiiit tambahin aje baut lagi biar dia ngepres*

‘Easy if a bit bouncy just add the bolts again, so *ngepres*’

Ari : *Heem di **ganyel**, di ganjel*

‘To withstand’

Gerry : *Iya biar dia ngepres*

‘Yeah let him *ngepres*’

Ari : *Jadi ga terlalu goyang*

*Cing cing jadi kurang dewok ini cing, supir **ongko ae norak***

*banget lu mah, **henteu** eta cing*

‘So not too bouncy.’

*Cing cing so less dewok cing, just really dorky transportation driver you, not it cing’*

Gerry : *Bilang aja, **goblok sia si anying***

‘Just say, you stupid dog’

Ari : *Ya kaya itu anak-anak kemaren, bukan begitu gua bilang,*

*kalo ngebor kita jangan terlalu kaku, harus pada lobang yang sama, kan ngebaur itu kan udah ada lobang pasti, susah disitu mau setengah **modar** juga tetep aja ngejajar sampe kesana juga kesana ga akan bolong.*

‘Yes like children yesterday, it’s not that I say, if we *ngebor* don’t be too rigid, must be at the same aperture, if *ngebaur* it already exists a definite aperture, it’s hard half death also still align up there will not be perforated.’

In this conversation, politeness strategies used Ari and Gerry is positive politeness, because in this conversation the researcher sees the closeness between them. They used Intensify interest to hearer strategy (strategy 3) of positive politeness, which Ari tells his job yesterday to Gerry and Gerry responded well.

Positive politeness showed their closeness or intimacy, so even though they speak with offensive language, they show the closeness between fellow workers or fellow staff. Therefore, their closeness indicated this positive politeness.

### Datum 3

- Ika : *Pagawean kuring seueur, kuring lieur, teu acan antos lembur*  
 ‘My job a lot, I was dizzy, yet later on overtime’
- Mira : *Kerjakan hiji-hiji engkeun henteu lieur, anjeun deui teu damang?*  
 ‘Working one-on-one let a headache, are you sick?’
- Ika : *Teu teu damang, mung henteu raos awak wae kuring teh*  
 ‘Not sick, I just was not feeling well’
- Mira : *Ya sudah, antos pundut widi sami bos, engkeun anjeun henteu lembur tiheula anjeun mulih wae. Antos menggah anjeun lembur anjeun tambah teu damang.*  
 ‘So be it, I’ll ask permission each boss, overtime does not let you out, you go home. Then if you’re late you sicker’

In this conversation, Ika and Mira used the polite language of this part of positive politeness. As you can see on the conversation, they used strategy 2 (Exaggerate (interest, approval, sympathy with hearer)) of positive politeness, which in the case Mira tried to understand what indication would be stated by Ika. Ika attracted the attention of Mira to tell that Ika felt unhealthy, and Mira understood Ika’s intention because she knew that he just has drew an attention to him. Mira wanted to make comfortable when Ika start a conversation between workers.

**Datum 4**

- Cindi : Manehna mah kitu jelemana, teu boga rasaan  
'You like that with others, do not have feelings'
- Dian : Heueuh, emang raos di gituin sami jalmi, anjeun naha tiasa  
kitu cob?  
'Feel the consequences if such it with others, why do you get so try?'
- Andin : Yee, abdi da gituin jalmi di tingali tiheula jelema eta saha  
'I like it to others too see-saw first with whom'
- Dian : Boga maksud manehna teh ngaranna keuna karma, lagian  
anjeun oge da ulah di ulangan  
'You got her name mean in contact with karma, do not you repeat that again'
- Cindi : Borokokok sia maneh mah, pan aing enggeus ngomong  
jangan di deketin. Manehna eta mungguh pupulih pake  
anying-anyingan coba, masa kitu.  
'Your stupid, I told you not near him, he was that way use the word dog, like that.'
- Andin : Biarin wae deh, sadaya atos kagok teh, henteu tiasa di robih  
'Let alone, has passed, can not be changed'

In this conversation, Andin, Cindi, and Dian into the category of a positive politeness, because shows the closeness between the three of them or the employees.

They used strategy 1 (Notice, attend to hearer (his interests, wants, needs, goods)) of positive politeness, which in the case Cindi and Dian at the time of the conversation they present to listen and give advice to Andin. The speaker must consider the condition of the audience, so the audience knows the intent and purpose of the speaker in order to understand and avoid misunderstanding. Therefore, the conversation supported the indication of the strategy 1, which present to the listener's interest.

**Datum 5**

Dian : *Mira anjeun atos neda tacan tadi?*  
 ‘Mira, did you already eat?’

Mira : *Teu acan mba, kuring deui males tuang poe ieu, naha nya*  
 ‘Yet, at this time I’m lazy to eat’

Dian : *Nuju diet naon anjeun?*  
 ‘What you’re dieting?’

Mira : *Henteu mba, ti kamari tuang na sapoe kalintang wae*  
 ‘No, from yesterday I eat one meal a day’

Dian : *Udur naon anjeun? Atos pariksa ka dokter? Cek atuh ayeuna mah, rempan naha-naha kasian anjeun. Antos ngawadang bareng nya, anjeun kedah neda soalna, naon deui datang bulan nya?*  
 ‘What is wrong with you? Already see a doctor? Check it out now, afraid to see why you would be too sad. Later we had lunch together, you should eat, what else coming months?’

In this conversation, Mira and Dian shows the closeness and conversation was entered in the category positive politeness. This conversation was included in strategy 2 of positive politeness (Exaggerate (interest, approval, sympathy with hearer)), which these conversation showed sympathy with hearer. At the time of the conversation Dian asked “what have eaten” to Mira that looks pale. Attitudes attention and sympathy Dian to Mira make the atmosphere look good, and their closeness seen from the attitude of attention and good response among workers.

Positive politeness strategy in this analysis shows the closeness between the workers in Indosat office, as shown from the five conversations on the selected by the researcher. In this conversation there is also a different position but they could be close to the other when the conversation. As shown in the data, positive politeness

strategy is used by the workers of the office most used *Sunda kasar* and *Sunda loma*.

There also are using *Sunda lemes* or *halus* for mutual respect.

#### 4.1.1.2 Negative Politeness Strategy

Negative politeness strategy can drive negative person's face. The purpose of negative politeness strategies are intended to avoid giving offense by showing deference. These strategies include questioning, hedging, and presenting disagreements as opinions. Negative politeness can be called "politeness as a strategy for self-protection". Negative politeness is included formal conversation. The speech is taken from conversations workers Indosat office and there are 4 conversations that use the negative politeness strategy and also an explanation of the situation of each conversation of negative politeness strategy.

##### Datum 1

Pak Anang : *Assalamualaikum wrwb, rekan-rekan yah. Sate acana mase sate acana lebet kasep teh atau isa acana mulai bekerja teh siapkeun heula pertama permit nyak*  
'Assalamualaikum Wr.Wb, fellow gentlemen. An event before entering or start working prepares the first permit.'

Pak Arif : *Nuhun Pak*  
'Well pak'

Pa Anang : *Nu ka dua surat ijin eta jeung sajabagana*  
'The second license along with everything'

Pak Anang : *Anu ka tilu eta teh jeung naon nyerana teh naon teh*  
Pak

'The third was with, what was his name'

Pak Arif : *Fuls*  
'Fuls'



Pak Anang

: *Laen atuh itu puguh tulung ngkok tah tongklak tompol eta teh salah lokasi kumaha tah nageling heok sorangan jadi ya poho atuh tuh.*

*Yang ketilu naon eta teh, baling bajet, baling bajet jeng naon ketinggian sabaraha, kunci sabaraha, power sabaraha meren.*

*‘Was another, certainly please so ‘tongklak tompol’ if one location how, could ‘heok’ itself so forget*

*The third is what again, how much altitude, how many keys, how power may be’*

In this conversation, Pak Nanang and Pak Arif use *Sunda loma* and little use *Sunda kasar* but the researcher see in this conversation using politeness strategy of negative politeness, because it shows a formal conversation. They used strategy 1 (Be conventionally indirect) of negative politeness, which in the case Pak Arif show formal stance on Pak Anang, and Pak Arif showed the desire to go on record as only respond with short words, seen here formal conversation. In fact if seen from the conversation, Pak Anang would like to show the closeness with his subordinates, but the subordinates responded with formal. Then the conversation was entered in the category of negative politeness.

**Datum 2**

Ilham

: *Berarti aya suruhannya aya pola pikirna eta teh*  
*‘Means there is a “suruhan”, there are patterns of thought’*

Gani

: *Berarti seseorang berarti maneh teh mikirna kerja saha*

*‘Means a person, you’re thinking it work anyone’*

Ilham

: *Ya begitulah kira-kira*  
*‘Yes that’s approximately’*

In this conversation, Ilham and Gani used the polite language of this part of negative politeness. They used strategy give deference (strategy 5) of negative politeness, which the conversation among them is two different things, Ilham said 'suruhan' and Gani said 'work'. As you can see on the conversation, Ilham tried to understand what indication would be stated by Gani. Ilham attracted the attention of Gani to dilute the atmosphere at the time and Gani answered only once. Gani wanted to make comfortable when Ilham start a conversation between workers.

### Datum 3

- Ardi : *Jika di pancing sok sieun mereun, diantep diburu-buru dibenerkeun, aya di cancel ne otomatiskeun langsung di gaweanna la ya yang diburu-buru*  
 'If lured please alone, justified a hurry, there is canceled automatically, directly on the job in a hurry.'
- Ganda : *Di dieu*  
 'Here'
- Ardi : *Aya bun di panceliskeun di bagana, bekal di arantet*  
 'There are justified to everything, stock in arantet'
- Muktar : *Kadeheng*  
 'Here'
- Ardi : *Kadeheng-kadeing*  
*Yang pasti nu di elahkeun mulai keun aya-aya kitu mah di cancel, jadi langsung kabehnya di gana kitu*  
 'Here and there  
 Certainly nothing like it in the leaves was canceled, so everything is in working directly'

In this conversation Ardi, Ganda and Muktar included in the category negative politeness. Therefore, they used strategy be conventionally indirect of negative

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politeness (strategy 1), which in the case were talking about existing workers in the field that must be quickly resolved. Ganda and Muktar showed no closeness, formality and politeness towards Ardi. Ganda and Muktar use language were arranged by the rules were polite. Ganda, Ardi and Muktar bind themselves it a common goal to consciously and with rational working relationship. Ganda and Muktar respond Ardi with sober, they are not too much to speak with Ardi. Ganda and Muktar response good enough to listen to Ardi who is speaking.

#### Datum 4

- Ari : *Lamun ITB kan aya di kadieu kan di Bandung masuk ka ITB ayana teh di PLN, jadi antara jeung ITB nu ka PLN narik dah kitu ke ITB. Telpon mah telpon anu di kotaan tapi ayanakan kadang tergantung aliran di Bandung kan*  
'If at ITB is here which in Bandung entered ITB to PLN, so between ITB and PLN attract, calling in the city but the right times depending on the flow of Bandung'
- Pak Arif : *Ya itu mah tugas mandiri lah*  
'It's a standalone task'
- Ari : *Iya tugas mandiri lah, tapi kalo carana gitu mah ya kling*  
'Yes the task independently, but if the way like it hard'
- Pak Arif : *Jadi nanti aya di prima ya begitu, jadi semangat teh kitu, berhasil ngerjain*  
'So that later there in such prima, so the spirit, managed to do it'
- Ari : *Dan model-model anu tes lebet ta anu di kementerian atu teh sepenyampeannya, nah atuh mah di tingalian*  
'And his model in a test at the Ministry, only in the view'

In this conversation Ari and Pak Arif included in the category negative politeness, because this conversation showed no closeness. In this utterance, it is

categorized as strategy 5 of negative politeness (give deference), which in the case, Ari explained to Pak Arif about the signaling process Indosat, and discuss such comparisons between ITB and PLN. Pak Arif is deputy manager is the boss Ari, and then Ari shows formal response to Pak Arif. Pak Arif responded Ari appropriately and received an explanation from Ari. Politeness show between superiors and subordinates shows negative politeness.

The researcher see the negative politeness strategy in the four conversations above imply formal conversations. As shown in the data, negative politeness strategy is used by the workers of the office most used *Sunda loma*. Formal conversations like this look because of differences in position and age.

#### **4.1.2 Reason Triggering the Use of the Politeness Strategies in Sundanese**

The reasons that trigger the use of politeness strategies are seen from the language and strategy used by the workers. Being polite can be understood as a basis for generating a social order and a means to facilitate interaction. Here, the researcher examined a conversation at Indosat office by using theory of Brown and Levinson which focuses on positive politeness and negative politeness strategy because the purpose of this study is to find out the way workers in Indosat office used politeness strategy when in speech or conversation. Therefore, the theory is considered suitable to understand the problem, analyze the data, and describe the results of analysis of data on what strategies are in use at the time of the conversation or how to behave in polite language, and also describe about the reason and explanation workers use on

politeness strategy at the time in the office to see how the situation and condition at that time. Many of them have a reason of using politeness strategy because of the differences in age and position at the office, so they use a different speech level. A process of speaking is said to be going well when the meaning conveyed by the speaker can be understood by the opponents said that does not cause misunderstanding. They used Sundanese language which is based on the speech level, age, status position and the conditions and situations at the time of the conversation as described below:

#### 4.1.2.1 Positive Politeness

The category of positive politeness strategy in Indosat office indicates closeness between workers in the office. The closeness is seen during a conversation between workers who use Sundanese. This conversation is included in the category of positive politeness because of the closeness between workers that can be seen based on age and position. There are five conversations included in the category of positive politeness.

##### Datum 1

In the conversation show the closeness of language, there are two Sundanese used because everyone has a different politeness strategy, and also seen from the condition or situation at the time of the conversation. Ari using *Sunda kasar* and Fitra using *Sunda loma*. *Sunda kasar* in the real sense is the language used when a person

is in a state of anger or emotion. While *Sunda loma* is Sundanese half smooth or mediocre, usually used in people whose same age or had close relations. Ari using *Sunda kasar* as, Ari and Fitra had a similar position and age. In this case, he used *Sunda kasar* shown by the words *saeutik, kuduna, modar*. The word *saeutik* shows a slight position shift and little use bolt, *kuduna* show the phrase 'supposed' to use the funds drill, *modar* show the phrase 'die' and *kabeh* show the phrase 'all'. While Fitra used *Sunda loma*, because Fitra appreciate every person who spoke to him. *Sunda loma* used by Fitra like *isa* or can be said *tiasa* which means showing the phrase 'why it happened'. Ari reason to use *Sunda kasar* which mentions the word *saeutik, kuduna, modar* and *kabeh*, because in this conversation, Ari describe the feeling annoyed when telling her day yesterday.

**Datum 2**

In the conversation, there were three languages used namely *Sunda loma, Sunda kasar* and Indonesian language, because most people were accustomed to using their own language, and here *Sunda loma* mixed *Sunda kasar* described the condition and situation there. *Sunda kasar* usually used while in a state of emotional or angry, but in this conversation shows *Sunda kasar* it just to be a joke or teasing which has been widely used by everyone. Ari and Gerry use *Sunda loma* and mixed with *Sunda kasar* because the same age. Gerry and Ari also use Indonesian in this conversation. *Sunda loma* which is used as *ganyel* interpreted as the word 'hold', and *henteu* which means 'no'. *Sunda kasar* which is used as *ongko ae norak* shows the

word ‘strange driver’, *goblok sia si anying* shows the word ‘stupid people like dogs’, and *modar* shows the word ‘how difficult the job’. Reasons of Ganda and Ari using this speech level because both have the same position and age.

### Datum 3

In this conversation Ika and Mira used *Sunda lemes* or *halus*. Reason of Ika used *Sunda lemes* or *halus* because respect Mira older than him and Mira used the *Sunda lemes* or *halus* to create a comfortable situation because a condition in that time was in a bad mood, although they have the same position but they appreciate the difference of age. *Sunda lemes* or *halus* is smooth Sundanese used for people whose age is above us. *Sunda lemes* or *halus* that is in use such as, *kuring seueur* shows a lot of work, *kuring lieur* showed she was dizzy, *teu acan antos* shows sentences ‘yet later on overtime’, *engkeun* which means ‘let’, *henteu lieur* which means ‘not dizzy’, *anjeun* which means ‘you’, *henteu raos awak* that show ‘she is not feeling well’, *kuring* which means ‘I’, *pundut widi* interpreted by requesting permission, *titheula anjeun* shows sentences ‘back home’, *menggah anjeun* interpreted with ‘if you’, *anjeun tambih* shows the phrase ‘you will be sicker’

### Datum 4

Dian position in the office as a secretary, while Cindi and Andin as regular staff. In this conversation, Cindi using *Sunda kasar* because it has the same age as

Dian and older than Andin, while Dian using *Sunda loma* and *Sunda kasar*, *Sunda loma* to respond Andin because appreciate Andin which was upset and *Sunda kasar* to respond Cindi because the same age. Then Andin use *Sunda lemes* or *halus*, because Andin respect Cindi and Dian older than Andin. *Sunda kasar* like *manehna* which means 'you', *jeleman* which means 'the people', *teu* which means 'no', *boga* which means 'has', *rarasaan* the word showed a feeling, *borokokok sia* interpreted as 'he is stupid', *pan aing* show 'me', *enggeus* interpreted with 'own', *mungguh* which means 'if', *pupulih* interpreted as 'talking', *anying-anyingan* shows sentences 'dog' that often he used. *Sunda loma* like *anjeun* which means 'you', *naha* which means 'why', *tiasa* which means 'can', *cobi* which means 'try', *ulah* which means 'do not'. *Sunda lemes* or *halus* like *jalmi* which means 'human', *abdi* which means 'I', *tingali* which means 'see', *henteu* which means 'no', *sadaya* which means 'all', *atos* which means 'already', *robih* which means 'change'. Although the language they use different level speech, they still look familiar with this condition. In fact, *Sunda lemes* or *halus* and *Sunda loma* it has almost the same language.

#### **Datum 5**

Among Dian as a secretary and Mira as regular staff showed their closeness between workers, it can show to Dian which responds Mira. Mira make Dian respond with his face that looks weak. In this conversation, Dian using *Sunda loma* because Mira younger than himself and made the situation so as not awkward and Mira using *Sunda lemes* or *halus* because respond to Dian older and different position. *Sunda*



*loma* like *anjeun* which means ‘you’, *atos* which means ‘already’, *neda* which means ‘eat’, *tacan* which means ‘yet’, *udur* which means ‘sick’, *kedah* which means ‘must’, *rempan* which means ‘afraid’, *antos ngawadang* shows the phrase ‘wait for lunch’. *Sunda lemes* or *halus* like *teu acan* which means ‘yet’, *kuring* which means ‘I’, *tuang* which means ‘eat’, *poe* which means ‘day’, *henteu* which means ‘no’. Reason of Mira using *Sunda halus* to Dian, because Mira respect Dian the older and longer working in Indosat Bandung than Mira. In Indosat Bandung, Dian is one of female employees working longer than others, while Mira is one of the new employees in Indosat Bandung, because the previous Mira work in the Indosat Jakarta. *Sunda loma* and *Sunda lemes* or *halus* words are used almost the same.

#### 4.1.2.2 Negative Politeness

The category of negative politeness strategy in Indosat office indicates formal or the distance between workers in the office. The reason this conversation included in the category of negative politeness because it shows formal conversation between workers whose position and age are different. These strategies presume that the speaker will be imposing on the listener. Negative politeness is concerned with proceeding towards a goal in the smoothest way and with sensitify to one’s interlocutors. This is the reason of negative politeness strategy in which efforts are to address threats to negative face, through measures such as a favor-seeking. There are four conversations included in the category of negative politeness.

### Datum 1

In conversation between Pak Arif and Pak Anang show the formal conversation. In situation when the conversation, Pak Arif using *Sunda loma* and *Sunda kasar* because the position Pak Arif showing respect to superiors and wanted to show closeness, but the conversation still look formal. As well as Pak Anang use *Sunda loma* and *Sunda kasar* to subordinates, the current state of the conversation Pak Anang feel the same age with Pak Arif. *Sunda loma* used as *Sate acana* which means 'an event', *lebet* which means 'entry', *isa acana* indicates the sentence within the meaning 'start', *heula* which means 'before', *puguh* which means 'certainly', *sorangan* which means 'personally'. It also uses the conversation here *Sunda kasar* mention the word: *poho* which mean 'forget'.

### Datum 2

The researcher look at the conversation Ilham and Gani, Gani use *Sunda kasar* and Ilham use *Sunda kasar* because of the distance between workers Indosat, but as separated by distance, it becomes the thing that makes them not attached to each other. Gani and Ilham using *Sunda kasar* mentioning *maneh* which means 'you', and *pola pikirna* which means 'way of thinking'. Meaning there are similarities in the *Sunda loma* and *Sunda lemes* or *halus*, in the sense of *Sunda loma* and *Sunda lemes* or *halus* the word *maneh* = *anjeun* = you, *pola pikirna* = *Cara mikir* = way of thinking. In this situation of this conversation Ilham and Gani talking about the

suspicion against a person, previous the researcher to cut the voice recording because the researcher understand what to in the analysis.

**Datum 3**

Conversation Ardi, Ganda and Muktar using *Sunda loma* and *Sunda kasar*, and in to category negative politeness because among them showed a formal stance on the conversation. Ardi use *Sunda loma* mentioning *panceuliskeun* which means 'justified', and *bagana* which means 'everything', and also using *Sunda kasar* that mention the word *kabehnya*, the word *kabehnya* in this conversation refers to a task or all jobs.

**Datum 4**

Conversation Ari and Pak Arif, in to category negative politeness, because this conversation showed no closeness of Ari and Pak Arif and they used *Sunda loma* and *Sunda lemes* or *halus*. *Sunda loma* who mention the word *ayana* show sentences 'there in PLN', *lebet* which means 'entry', *tingalian* is defined as 'visible'. At the time of this conversation condition is good. Pak Arif use Sundanese language, without in the category *Sunda loma*, *Sunda lemes* or *halus* or *Sunda kasar* to respond and answer conversation Ari because Ari older than Pak Arif, and Ari use *Sunda loma* and *Sunda lemes* or *halus* to Pak Arif because it respects Pak Arif as boss. The researcher actually see in this conversation Pak Arif use Sundanese language that refers to the *Sunda loma*, because at that time the situation Pak Arif with friendly and

courteous to listen and respon Ari. *Sunda loma* and *Sunda lemes* or *halus* refers to politeness strategies against an older person or a different position.

## 4.2 Discussion

In this chapter, after obtaining the data and analyzing them based on the objectives of the study, the results of analysis are discussed. Language is associated with politeness and researcher use Sundanese language as an object to be studied by looking at the speech level and politeness strategy used. From the result of analysis, the researcher found that the politeness strategies of Sundanese office workers in Indosat Bandung uses category positive politeness and negative politeness strategies based on Brown and Levinson's (1987). There are nine conversations analyzed, among other five conversations in category positive politeness strategies and four conversations in category negative politeness strategies, and also reason triggering the use of the politeness strategies, which they use Sundanese language the same or different with the speech level, age, and status position, and is also seen from the condition and situation of formal and informal conversation.

For workers in Indosat Bandung politeness strategy is very important. Politeness strategy relate speech level in Sundanese which they used different speech level when the conversation. The workers know how the attitude that should be done at the office. In this Indosat office workers associated with positive politeness and negative politeness, workers see conditions and situations when engaged in conversation, and everyone uses a different speech levels. Such as Brown and

Levinson's theory about positive politeness is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). A process of speaking is said to be going well when the meaning conveyed by the speaker can be understood by opponents said that does not cause misunderstanding.

There are Sundanese language namely *Sunda lemes* or *halus*, *Sunda kasar* dan *Sunda loma*. In the real sense *Sunda lemes* or *halus* is smooth Sundanese used for people whose age is above us. This smooth Sundanese language has a very high value of decency. Usually used to talk with parents, teachers, and people we respect. *Sunda loma* is Sundanese half smooth or mediocre. *Sunda loma* language is commonly used in people whose same age. Such as for chatting with friend usually use *Sunda loma*.

*Sunda kasar* which is the most coarse language in Sundanese. *Sunda kasar* language is often used when someone is angry. *Sunda kasar* also used by people who lack education level so do not know manners.

Closeness they look at the category of positive politeness conversation about work as in the example Datum 1 and Datum 2, they use strategy 3 (Intensify interest to hearer strategy) of positive politeness. In conversation Datum 1 and Datum 2 tell about their work and here Ari and Gerry using *Sunda kasar* that mention the word: *saetik, kuduna, modar, ongko ae norak, and goblok sia si anying*. They also use *Sunda loma* that mention the word: *tiasa, ganyel, and henteu*.

The conversation in Datum 3 and Datum 5 seen closeness between them, such

as responding well against an employee or a worker who is sick, they use strategy 2 (Exaggerate (interest, approval, sympathy with hearer)). In conversation Datum 3 and Datum 5, Ika and Mira use *Sunda lemes* or *halus* that mention the word: *kuring seueur, kuring lieur, teu acan antos, engkeun, henteu lieur, anjeun, henteu, raos awak, menggah anjeun, anjeun tambih, teu acan, tuang, and poe*. In conversation Datum 5, Dian use *Sunda loma* that mention the word: *anjeun, atos, neda, tacan, uduur, kedah, rempan, antos ngawadang*. The researcher saw a good response from Ika and Dian to Mira because the conditions and the current situation of the conversation not good enough, because Mira are feeling sick or unwell.

Positive politeness also seen in conversation Datum 4, the closeness between them by mutual counsel or give advice to their fellow workers in Indosat, who can say 'curhat' or sort of story about feelings. The strategies they use of positive politeness is strategy 1 (Notice, attend to hearer (his interests, wants, needs, goods)). In conversation Datum 4, Cindi and Dian use *Sunda kasar* that mention the word: *manehna, jelemana, teu, boga, rarasaan, borokokok sia, pan aing, enggeus, mungguh, pupulih, anying-anyingan*. Dian also use *Sunda loma* that mention the word: *anjeun, naha, tiasa, cobu, ulah*, and Andien use *Sunda lemes* or *halus* that mention the word: *Jalmi, abdi, tingali, henteu, sadaya, atos, robih*.

In this research, the researcher also found for conversation in category negative politeness strategy. The worker in Indosat office also use negative politeness, because their distance relationship among workers in Indosat office, such a position in work and age. Which is the position in the work such superiors and

subordinates or new employees who work in Indosat office with employees working longer in Indosat office. Negative politeness shows that formal conversation, as in theory Brown and Levinson's about negative politeness. Negative politeness is a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer.

In conversation Datum 1 shows that formal conversation because conversation between superiors and subordinates. Strategy used is strategy 1 of negative politeness (be conventionally indirect). Pak Arif as subordinates to be polite to Pak Anang as superiors. Pak Anang using *Sunda loma* and *Sunda kasar* to subordinates, seen in the conversation here, Pak Anang want to show the close relationship between workers in Indosat, but their position is not the same then it looks formal conversation. *Sunda loma* that mention the word: *sate acana, lebet, isa acana, heula, puguh*, and *sorangan*. *Sunda kasar* that mention the word: *poho*.

In conversation Datum 2 and Datum 3 in the category negative politeness strategies because it shows that formal conversation or the distance between the worker. In conversation Datum 2 used strategy give deference (strategy 5), while conversation Datum 3 used strategy be conventionally indirect (strategy 1). In this conversation look their relationships because of the age or the distance between employees who had been working new employees who work. Sundanese language use the conversation Datum 2 and Datum 3 is *Sunda loma* and *Sunda kasar*. *Sunda*

*kasar* used in conversation Datum 2 and Datum 3 that mention the word: *pola pikirna*, *maneh*, and *kabehnya*. While *Sunda loma* that mention the word: *pancelieuskeun* and *bagana*.

While in the conversation Datum 4 category negative politeness strategies which tell about Ari who was the jobs report on Pak Arif as superiors. They used strategy give deference of negative politeness (strategy 5). In Datum 4 used *Sunda loma* that mention the word: *ayana*, *lebet*, and *tingalian*. The researcher also mentions *Sunda lemes* or *halus* because Pak Arif respond well to the Ari as subordinates. Seen here, Pak Arif appreciated subordinates report.

In this chapter, related to previous studies, there are some differences and similarities in findings. The first previous study is “Pola Komunikasi Guru dan Siswa Siswi SMP Negeri 16 Bandung Dalam Program Rebo Nyunda” conducted by Wardhani (2014) and the second previous study is “The politeness strategies relating to role relationship and gender used between the employer and the worker of Jaya Melati Store” conducted by Yulianita (2006).

The similarity and difference between the present study and first previous study is on findings. From the finding of both studies, each researcher found the most politeness strategies in category positive politeness strategy, researching and analyzing of dialogue or conversation between students with teacher and fellow students. Here the first previous study says “most of them like to forget if they are within the scope of the school” and “not only with his friend, the behavior of some of them against the teacher was in the value is less good. In fact, they dared to invite



joking with the teacher they are supposed to fear". The first previous study show that their close relationship within the scope of the school. There is also a difference found in their result of finding. The present study found five conversations of positive politeness and the data from the recording and using theory of Brown and Levinson's (1987). While on the first previous study, theory used is the theory of Creswell and the data through interviews, observations, questioner or documentation, and also according to the first previous study, in this program Rebo Nyunda everyone should use formal words.

The similarity and difference between the present study and the second study is on finding. The similarity between both studies is also on their result of finding. They found conversation of positive politeness strategy use theory of politeness strategies from Brown and Levinson's (1987). The difference between their results of finding is the most frequently used in politeness strategies of each study. The present study found five conversations of positive politeness strategies for the category of the most often used at the time of the conversations, while politeness strategy category most frequently used on second previous study is Off-record.

## CHAPTER V

### CONCLUSION AND SUGGESTION

After analyzing and interpreting the findings in previous chapter, the researcher will draw a conclusion of this research and suggestion for next researcher who will are interested in conducting research in this area.

#### 5.1 Conclusion

Based on the result on the finding and discussion before, it can be concluded that based on Brown and Levinso's (1987) theory of politeness strategies about positive politeness and negative politeness, the researcher concludes that positive politeness and negative politeness in the conversation between Sundanese workers in Indosat office in Bandung. In Indosat office in Bandung more use positive politeness strategy than negative politeness strategy.

Based on the finding, it can be concluded that using politeness strategy may also reflect the social identity of workers in Indosat office Bandung. They more often use positive politeness than negative politeness. Positive politeness users tend to be used because of the close relationship between the workers. Seen from the conversation, although some use *Sunda kasar*, but it shows its closeness because they think of *Sunda kasar* used only for the subject of teasing or amusing and *Sunda kasar*

look like ordinary language because the often use *Sunda kasar* at the time of the conversation. As for the person who offended but they are not too concerned about it.

For example, in conversation Datum 2 of positive politeness, in this conversation Ari and Gerry use Sunda kasar that mention '*goblok sia si anying*' and according to them the word '*goblok*', '*sia*' and '*anying*' to poke fun at someone. Finally, everyone has different politeness strategies. Politeness strategies allow people to connect with others through language. In the research, the researcher has conducted research about

A Sociolinguistic Analysis on Politeness Strategies used by Sundanese Office Workers in Bandung.

**5.2 Suggestion**

This study was conducted to describe the category of politeness strategies, namely positive politeness strategy and negative politeness strategy. Sociolinguistics is an interesting topic to be used as research of politeness strategies about user positive politeness strategy and negative politeness strategy. The researcher hopes that the next researchers who analyze politeness strategies about positive politeness and negative politeness used by the workers at the time of the conversation to know how to analyze politeness strategies. The researcher hopes that this study can serve as a starting point for other research related to politeness strategies of positive politeness and negative politeness conversation. The researcher also suggests the next researcher use another object and it will be interesting to know the language communities are using politeness strategies.

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# APPENDICES

Appendix 1. Table of Politeness Strategies used by the conversation Sundanese Office Workers in Bandung.

No.	Conversation	Types of Sundanese language	Politeness Strategy	
			Positive Politeness	Negative Politeness
1.	<p>Ari : <i>Iya si Dani, geser dah ni urang <b>saeutik</b> ti pengang nyu..cut nyu..cut</i>                      ‘Yes, Dani, we are sliding a bit so as not to hum nyu..cut nyu..cut’</p> <p>Fitra : <i>Nyaeta masa <b>isa</b> kitu teh</i>                      ‘What could be so’</p> <p>Ari : <i>Udah muter 22 kali tapi cuma <b>saeutik</b> bautna</i>                      ‘Already play 22 times, but only a handful of bolt’</p> <p>Fitra : <i>Pake naon?</i>                      ‘Using what?’</p> <p>Ari : <i><b>Kuduna</b> kan lamun eta make ieu teh beker aya make dana bor</i>                      ‘If such it should use the alarm, there are funds that use drill’</p> <p>Fitra : <i>Ga nyatu</i>                      ‘Not fused’</p> <p>Ari : <i><b>Modar</b> kabeh</i>                      ‘Dead all’</p>	<p>Sunda Kasar:</p> <ul style="list-style-type: none"> <li>- Saeutik</li> <li>- Kuduna</li> <li>- Modar</li> </ul> <p>Sunda Loma:</p> <ul style="list-style-type: none"> <li>- Isa (tiasa)</li> </ul>	<p>Strategy 3  (Intensify interest to hearer)</p>	
2.	<p>Gerry : <i>Gampang kalo goyang dikit tambahin aje baut lagi biar dia ngepres</i>                      ‘Easy if a bit bouncy just</p>	<p>Sunda Loma:</p> <ul style="list-style-type: none"> <li>- Ganyel</li> <li>- Henteu</li> </ul>	<p>Strategy 3</p>	

<p>add the bolts again, so ngepres’ Ari : <i>Heem di <b>ganvel</b>, di ganjel</i> ‘to withstand’ Gerry : <i>Iya biar dia ngepres</i> ‘Yeah let him ngepres’ Ari : <i>Jadi ga terlalu goyang</i> <i>Cing cing jadi kurang</i> <i>dewok ini cing, supir</i> <i><b>ongko ae norak</b> banget lu</i> <i>mah, <b>henteu</b> eta cing</i> ‘So not too bouncy. <i>Cing cing so less dewok</i> <i>cing, just really dorky</i> <i>transportation driver you,</i> <i>not it cing’</i> Gerry : <i>Bilang aja, <b>goblok sia</b></i> <i><b>si anying</b></i> ‘Just say, you stupid dog’ Ari : <i>Ya kaya itu anak-anak</i> <i>kemaren, bukan begitu</i> <i>gua bilang, kalo ngebor</i> <i>kita jangan terlalu kaku,</i> <i>harus pada lobang yang</i> <i>sama, kan ngebaur itu</i> <i>kan udah ada lobang</i> <i>pasti, susah disitu mau</i> <i>setengah <b>modar</b> juga</i> <i>tetep aja ngejajar sampe</i> <i>kesana juga kesana ga</i> <i>akan bolong.</i> ‘Yes like children yesterday, it’s not that I say, if we ngebor don’t be too rigid, must be at the same aperture, if ngebaur it already exists a definite aperture, it’s hard half death also still align up there will not be perforated.’</p>	<p>Sunda Kasar: - Ongko ae norak - Goblok sia si anying - Modar</p>	<p>(Intensify interest to hearer)</p>
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3.	<p>Ika : <u>Pagawean kuring seueur, kuring lieur, teu acan antos lembur</u>          ‘My job a lot, I was dizzy, yet later on overtime’          Mira : <u>Kerjakan hiji-hiji engkeun henteu lieur, anjeun deui teu damang?</u>          ‘Working one-on-one let a headache, are you sick?’          Ika : <u>Teu teu damang, mung henteu raos awak kuring teh</u>          ‘Not sick, just not feeling well alone’          Mira : <u>Ya sudah, antos pundut widi sami bos, engkeun anjeun henteu lembur tiheula anjeun mulih wae. Antos menggah anjeun lembur anjeun tambih</u> teu damang.          ‘So be it, I’ll ask permission each boss, overtime does not let you out, you go home. Then if you’re late you sicker’</p>	<p>Sunda Lemes or Halus:          - Kuring seueur          - Kuring lieur          - Teu acan antos          - Engkeun          - Henteu lieur          - Anjeun          - Henteu raos awak          - Kuring          - Pundut widi          - Tiheula anjeun          - Menggah anjeun          - Anjeun tambih</p>	<p>Strategy 2          (Exaggerate (interest, approval, sympathy with hearer))</p>	
4.	<p>Cindi : <u>Manehna mah kitu jelemana, teu boga rasaan</u>          ‘You like that with others, do not have feelings’          Dian : <u>Heueuh, emang raos di gituin sami jalmi, anjeun naha tiasa kitu cob?</u>          ‘Feel the consequences if</p>	<p>Sunda Kasar:          - Manehna          - Jelemana          - Teu          - Boga          - Rasaan          - Borokokok sia          - Pan aing          - Enggeus          - Mungguh</p>	<p>Strategy 1          (Notice, attend to hearer (his interests, wants,</p>	

	<p>such it with others, you can why so?’</p> <p>Andin : <i>Yee, <u>abdi</u> da gituin <u>jalmi</u> di <u>tingali</u> tiheula jelema eta saha</i></p> <p>‘I like it to others too see-saw first with whom’</p> <p>Dian : <i><u>Boga</u> maksud <u>manehna</u> teh ngaranna keuna karma, lagian <u>anjeun</u> oge da <u>ulah</u> di ulangin</i></p> <p>‘You are now in contact with karma, do not you repeat that again’</p> <p>Cindi : <i><u>Borokokok</u> sia <u>maneh</u> mah, <u>pan aing enggeus</u> ngomong jangan di deketin. <u>Manehna</u> eta <u>mungguh pupulih</u> pake <u>anying-anyingan</u> coba, masa kitu.</i></p> <p>‘Your stupid, I told you not near him, he was that way use the word dog, like that.’</p> <p>Andin : <i>Biarin wae deh, <u>sadaya atos</u> kagok teh, <u>henteu</u> tiasa di <u>robih</u></i></p> <p>‘Let alone, has passed, can not be changed’</p>	<p>- Pupulih - Anying-anyingan</p> <p>Sunda Loma: - Anjeun - Naha - Tiasa - Cobi - Ulah</p> <p>Sunda Lemes or Halus: - Jalmi - Abdi - Tingali - Henteu - Sadaya - Atos - Robih</p>	<p>needs, goods))</p>	
<p>5.</p>	<p>Dian : <i>Mira <u>anjeun atos neda</u> <u>tacan</u> tadi?</i></p> <p>‘Mira, did you already eat?’</p> <p>Mira : <i><u>Teu acan</u> mba, <u>kuring</u> deui males <u>tuang poe</u> ieu, naha nya</i></p> <p>‘Yet, at this time I’m lazy to eat’</p> <p>Dian : <i>Nuju diet naon <u>anjeun</u>?</i></p>	<p>Sunda Loma: - Anjeun - Atos - Neda - Tacan - Udur - Kedah - Rempan - Antos</p>	<p>Strategy 2 (Exaggerate (interest, approval, sympathy with</p>	

	<p>‘What you’re dieting?’  Mira : <b><u>Henteu</u></b> mba, ti kamari <b><u>tuang</u></b> na sapoe kalintang wae  ‘No, from yesterday I eat one meal a day’  Dian : <b><u>Udur</u></b> naon <b><u>anjeun?</u></b> <b><u>Atos</u></b> pariksa ka dokter? <b><u>Cek</u></b> atuh ayeuna mah, <b><u>rempan</u></b> naha-naha kasian <b><u>anjeun.</u></b> <b><u>Antos ngawadang</u></b> bareng nya, <b><u>anjeun kedah neda</u></b> soalna, naon deui datang bulan nya?  ‘What is wrong with you? Already see a doctor? Check it out now, afraid to see why you would be too sad. Later we had lunch together, you should eat, what else coming months?’</p>	<p>ngawadang  Sunda Lemes or Halus:  - Teu acan  - Kuring  - Tuang  - Poe  - Henteu</p>	<p>hearer))</p>	
6.	<p>Pak Anang : <i>Assalamualaikum wrwb, rekan-rekan yah.</i> <b><u>Sate acana mase sate acana lebet</u></b> kasep teh atau <b><u>isa acana</u></b> mulai bekerja teh siapkeun <b><u>heula</u></b> pertama permit nyak  ‘Assalamualaikum Wr. Wb, fellow gentlemen. An event before entering or start working prepares the first permit.’</p>	<p>Sunda Loma:  - Sate acana  - Lebet  - Isa acana  - Heula  - Puguh  - Sorangan  Sunda Kasar:  - Poho</p>		<p>Strategy 1  (Be conventionally indirect)</p>

Pak Arif : *Nuhun Pak  
'Well pak'*

Pa Anang : *Nu ka dua surat  
ijin etan jeung*

**sajabagana**

*'The second license  
along with  
everything'*

Pak Anang : *Anu ka tilu eta the  
Jeung naon*

*nyerana teh naon  
teh Pak*

*'The third was with,  
what was his name'*

Pak Arif : *Fuls*

*'Fuls'*

Pak Anang : *Laen atuh itu*

**puguh** *tulung*

*ngkok tah tongklak*

*tompol eta the*

*salah lokasi*

*kumaha tah*

*nageling heok*

**sorangan**

*jadi ya poho atuh*

*tuh. Yang ketilu*

*naon eta teh,*

*baling bajet, baling*

*bajet jeng naon*

*ketinggian*

*sabaraha, kunci*

*sabaraha, power*

*sabaraha meren.*

*'Was another,*

*certainly please so*

*'tongklak tompol' if*

*one location how,*

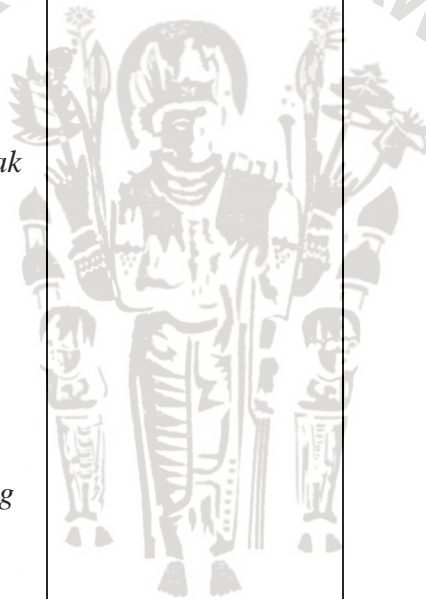
*could 'heok' itself*

*so forget. The third*

*is what again, how*

*much altitude, how*

*many*



	keys, how power may be'			
7.	<p>Ilham : <i>Berarti aya suruhannya aya <u>pola pikirna</u> eta teh</i>  'Means there is a "suruhan", there are patterns of thought'</p> <p>Gani : <i>Berarti seseorang berarti <u>maneh</u> teh mikirna kerja saha</i>  'Means a person, you're thinking it work anyone'</p> <p>Ilham : <i>Ya begitulah kira-kira</i>  'Yes that's approximately'</p>	<p>Sunda Kasar:</p> <ul style="list-style-type: none"> <li>- Maneh</li> <li>- Pola pikirna</li> </ul>		<p>Strategy 5 (Give deference)</p>
8.	<p>Ardi : <i>Jika di pancing sok sieun mereun, diantep diburu-buru dibenerkeun, aya di cancel ne otomatiskeun langsung di gaweanna la ya yang diburu-buru</i>  'If lured please alone, justified a hurry, there is canceled automatically, directly on the job in a hurry.'</p> <p>Ganda : <i>Di dieu</i>  'Here'</p> <p>Ardi : <i>Aya bun di <u>panceliskeun</u> di <u>bagana</u>, bekal di arantet</i>  'There are justified to everything, stock in arantet'</p> <p>Muktar : <i>Kadeheng</i>  'Here'</p> <p>Ardi : <i>Kadeheng-kadeing Yang pasti nu di elahkeun mulai keun aya-aya kitu mah di cancel, jadi</i></p>	<p>Sunda Loma:</p> <ul style="list-style-type: none"> <li>- Panceliskeun</li> <li>- Bagana</li> </ul> <p>Sunda Kasar:</p> <ul style="list-style-type: none"> <li>- Kabehnya</li> </ul>		<p>Strategy 1 (Be conventionally indirect)</p>

*langsung kabehnya di gana kitu*  
 'Here and there  
 Certainly nothing like it in the leaves was canceled, so everything is in working directly'

9. Ari : *Lamun ITB kan aya di kadieu kan di Bandung masuk ka ITB ayana teh di PLN, jadi antara jeung ITB nu ka PLN narik dah kitu ke ITB. Telpon mah telpon anu di kotaan tapi ayanakan kadang tergantung aliran di Bandung kan*  
 'If at ITB is here which in Bandung entered ITB to PLN, so between ITB and PLN attract, calling in the city also depends on the flow of Bandung'  
 Pak Arif : *Ya itu mah tugas mandiri lah*  
 'It's a standalone task'  
 Ari : *Iya tugas mandiri lah, tapi kalo carana gitu mah ya kling*  
 'Yes the task independently, but if the way like it hard'  
 Pak Arif : *Jadi nanti aya di prima ya begitu, jadi semangat teh kitu, berhasil ngerjain*  
 'So that later there in such prima, so the

Sunda Loma:  
 - Ayana  
 - Lebet  
 - Tingalian

Strategy 5  
 (Give deference)



spirit, managed to do it'  
 Ari : *Dan model-model anu tes lebet ta anu di kementrian atu the sepenyampeannya, nah atuh mah di tingalian*  
 'And his model in a test at the Ministry, only in the view'





**KEMENTERIAN RISET DAN TEKNOLOGI DAN  
PENDIDIKAN TINGGI  
UNIVERSITAS BRAWIJAYA  
FAKULTAS ILMU BUDAYA**  
Jalan Mayjend Haryono No.169 Malang 65145

## **BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama : Lintang Tri Putri Mustika Prijanto
2. NIM : 125110107111036
3. Program Studi : Sastra Inggris
4. Judul Skripsi : A Sociolinguistic Analysis on Politeness Strategies Used by Sundanese Indosat Office Workers in Bandung.
5. Tanggal Mengajukan : 21 September 2015
6. Tanggal Selesai Revisi : 10 Agustus 2016
7. Nama Pembimbing : Tantri Refa Indhiarti, M.A.,
8. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1	21 September 2015	Pengajuan Judul	Pembimbing	
2	29 September 2015	Pengumpulan Bab I,II, dan III	Pembimbing	
3	5 Oktober 2015	Konsultasi I	Pembimbing	
4	27 Oktober 2015	Revisi Bab I, II, dan III	Pembimbing	
5	31 Desember 2015	Revisi Bab I, II, dan III	Pembimbing	
6	8 Januari 2016	ACC Seminar Proposal	Pembimbing	
7	12 Januari 2016	Seminar Proposal	Pembimbing	
8	23 Februari 2016	Konsultasi II	Pembimbing	
9	1 Maret 2016	Pengumpulan Bab IV	Pembimbing	
10	3 Maret 2016	Revisi Bab IV	Pembimbing	
11	17 Maret 2016	Revisi Bab IV dan V	Pembimbing	
12	23 Maret 2016	Revisi Bab IV dan V	Pembimbing	
13	1 April 2016	Revisi Bab IV dan V	Pembimbing	
14	5 April 2016	Revisi Bab IV dan V serta ACC Seminar Hasil	Pembimbing	



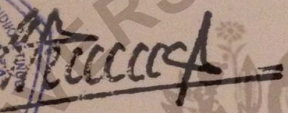
ACC Seminar Hasil				
16	29 April 2016	Seminar Hasil	Pembimbing	B
17	15 Juli 2016	ACC Ujian Skripsi	Pembimbing	B
18	5 Agustus 2016	Ujian Skripsi	Pembimbing	B
19	10 Agustus 2016	ACC Jilid Skripsi	Pembimbing	B

9. Telah dievaluasi dan diuji dengan nilai :

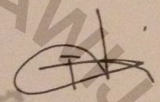
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Malang, 10 August 2016

Mengetahui  
Ketua Jurusan Bahasa dan Sastra,

  
Ismatul Khasanah, M.Ed., Ph.D.  
NIP. 19750518-200501 2 001

Dosen Pembimbing,

  
Tantri Refa Indhiarti, M.A  
NIK. 201309 870119 2 001

