POLITENESS STRATEGIES IN COMMUNICATIONS BETWEEN GO-JEK RIDERS AND THEIR CUSTOMERS IN MALANG
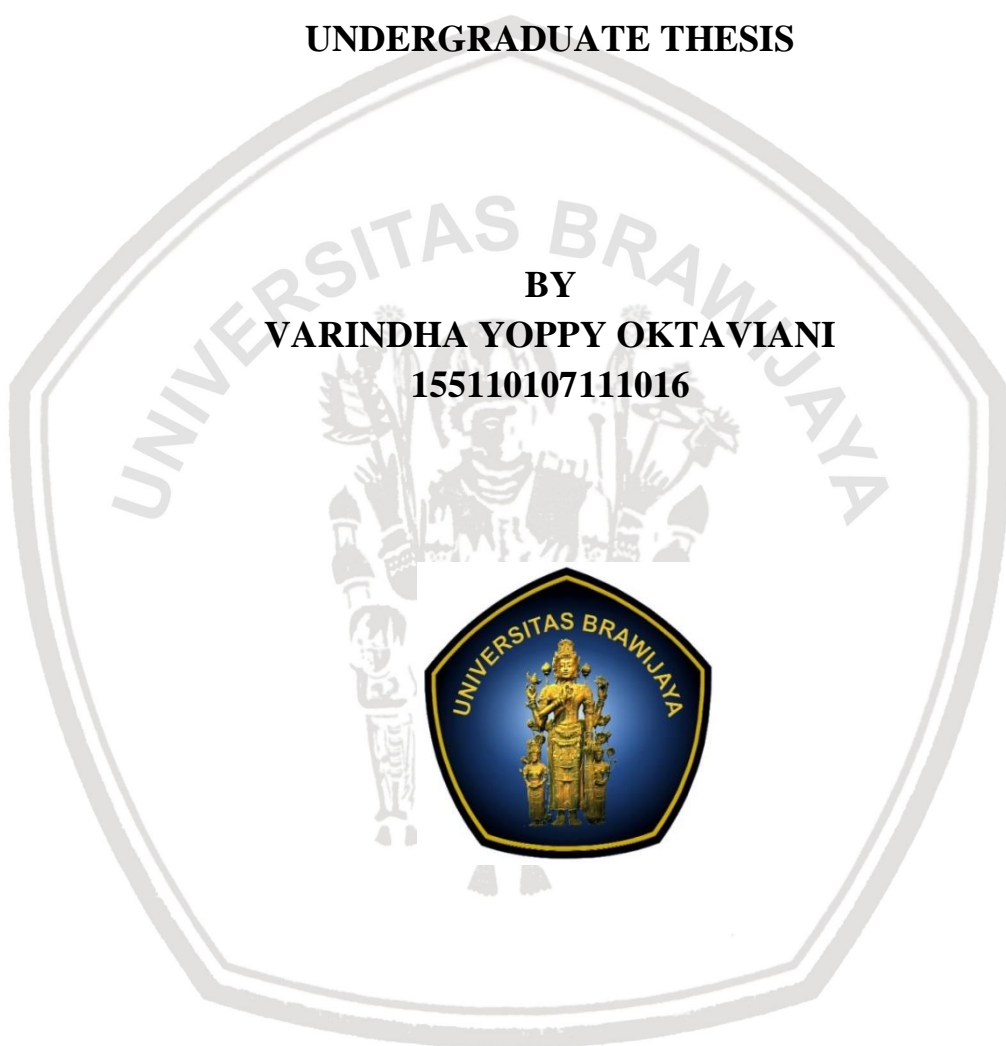
UNDERGRADUATE THESIS

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FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2018

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UNDERGRADUATE THESIS

Presented to
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In partial fulfillment of the requirements
For the degree of *Sarjana Sastra*

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i

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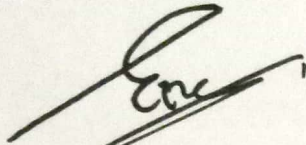
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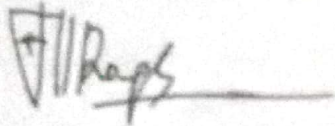
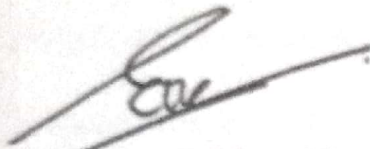approved by the supervisor.

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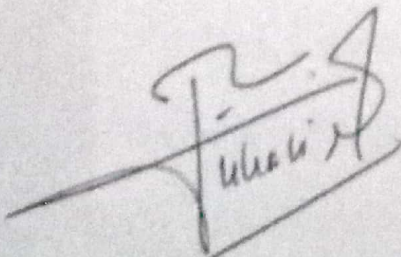
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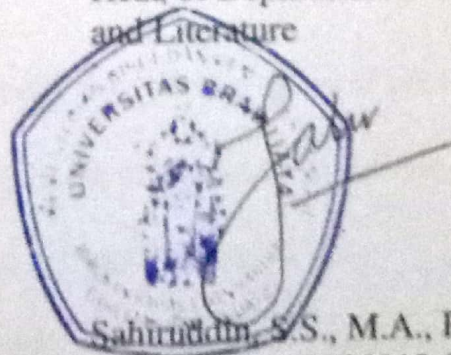Eni Maharsi, M.A, *Member*
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iv

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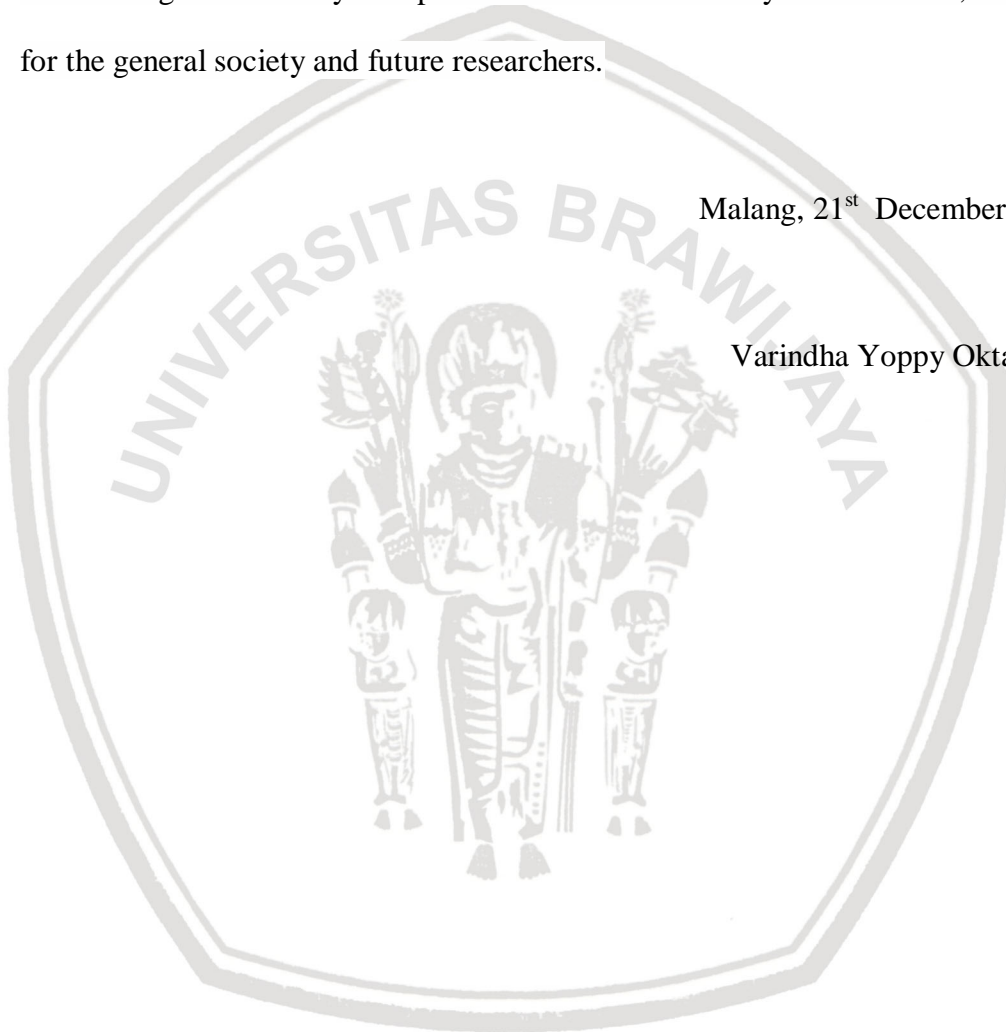
ABSTRACT

Oktaviani, V.Y. 2018. **Politeness Strategies in Communications between GO-JEK Riders and Their Customers in Malang.** Study Program of English. Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya.
Supervisor: Eni Maharsi

Keywords: *politeness strategy, FTAs, GO-JEK, GO-RIDE riders, GO-JEK customers*

This study discusses politeness strategies performed by GO-JEK riders and their customers in Malang. The aims are to identify the FTAs performed by GO-JEK riders and their customers, to analyze politeness strategy employed by the riders and their customers, and to find out the purposes of GO-JEK riders for using politeness strategies in communicating with their customers.

This study uses descriptive qualitative approach. It uses the theory from Brown and Levinson (1987) about politeness strategies to analyze the data. Politeness strategy is a strategy used to avoid or minimize the Face Threatening Acts (FTAs) that the speaker makes.

The results indicate that there are 36 GO-JEK riders randomly chosen as participants of this study. After that, the data were reduced into 19 communications which were considered natural. It is found that from 19 communications, there are 165 utterances which consist of 56 positive FTAs and 109 negative FTAs. From those utterances, there are also 37 bald-on record strategies, 66 positive politeness, 57 negative politeness, and 5 off-record strategies. The purposes of GO-JEK riders for using politeness strategies to their customers in Malang are to obeying standard operating procedures by GO-JEK management. The second is because of the needs for getting a good rating from the customers. The third is because of the riders can keep their good images to the customers if they can treat them well. The last is they have to preserve their job to fulfill their life needs and their family needs.

The writer suggests the next researchers to conduct studies on nonstandard objects in using relative politeness principle of communication. This could be resourceful to the linguistic students to reflect upon and take advantage of such systematic analysis for their course of action in the future.

ABSTRAK

Oktaviani, V.Y. 2018. **Strategi Kesopanan dalam Komunikasi antara Pengemudi GO-JEK dan Pelanggannya di Malang**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Eni Maharsi

Kata Kunci: *strategi kesopanan, FTAs, GO-JEK, pengemudi GO-JEK, pelanggan GO-JEK*

Penelitian ini mendiskusikan tentang strategi kesopanan oleh pengemudi GO-JEK dan pelanggannya di Malang. Tujuannya adalah untuk mengidentifikasi tipe-tipe FTAs oleh pengemudi GO-JEK dan pelanggannya, untuk menganalisa tipe-tipe strategi kesopanan yang digunakan oleh pengemudi GO-JEK dan pelanggannya, dan untuk menemukan tujuan dari pengemudi GO-JEK dalam menggunakan strategi kesopanan saat berkomunikasi dengan pelanggannya.

Penelitian ini dilakukan menggunakan pendekatan deskriptif kualitatif. Teori dari Brown dan Levinson (1987) digunakan untuk menganalisa data. Strategi kesopanan adalah sebuah strategi yang digunakan untuk menghindari atau meminimalisir *FTAs* yang dilakukan oleh pembicara.

Hasil yang ditemukan dalam penelitian ini yaitu, terdapat 36 pengemudi GO-JEK yang dipilih secara acak sebagai partisipan dalam penelitian ini. Setelah itu datanya dikurangi menjadi 19 percakapan yang dianggap alami. Ini ditemukan bahwa dari 19 percakapan, ada 165 ungkapan yang terdiri dari 56 FTAs positif dan 109 FTAs negative. Dalam ungkapan-ungkapan tersebut terdapat 37 strategi bald-on record, 66 positive politeness, 57 negative politeness, dan 5 strategi off-record. Tujuan dari pengemudi GO-JEK dalam penggunaan strategi kesopanan kepada pelanggannya yaitu untuk mematuhi prosedur standar operasi oleh manajemen GO-JEK. Yang kedua yaitu karena kebutuhan untuk mendapatkan penilaian yang bagus dari pelanggannya. Yang ketiga yaitu karena para pengemudi dapat menjaga kesan yang bagus kepada pelanggannya jika mereka bisa memperlakukan pelanggannya dengan baik. Yang terakhir yaitu mereka mempertahankan pekerjaannya untuk memenuhi kebutuhan hidupnya dan kebutuhan hidup keluarganya.

Penulis menyarankan peneliti-peneliti selanjutnya untuk meneliti pada objek-objek yang tidak standar dalam penggunaan prinsip kesopanan relatif dalam komunikasi. Penelitian ini bisa menjadi ilmu baru untuk mahasiswa linguistik untuk menerapkan dan mengambil keuntungan dalam analisis tindakan mereka di masa depan.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

This chapter consists of four topics related to the first chapter. It includes background of the study, research questions, objectives of the study, and definition of key terms.

1.1   Background of the Study

Nowadays, technology has developed rapidly. One of them is the fast growing of internet. This is facilitated by the presence of mobile phones especially smartphones. People can download various applications that they want, and those applications aim to make it easier for the people to do anything or just for having fun. Such as, social media, games online, online shopping, and many others. Smartphone also gives wide access to businessman who finds an opportunity in this field to makes a new breakthrough in transportation services by combining internet and transportation services. This new breakthrough is called as online transportation service or ride-sharing.

Online transportation service or ride-sharing is an individual transportation service where a customer can order a ride (car, motorcycle, etc.) through mobile application and the driver can responds the order through the apps (Wallsten in Silalahi et al journal article, 2017). Online transportation service aims to make it easier for the people to do their daily life by utilizing advanced technology. There are three apps that dominate the online transportation market in Indonesia,

1

namely, Grab, Uber and GO-JEK. While Grab and Uber are created from other countries, GO-JEK is quite special since it was co-founded by Indonesian. According to the research of Zhafran Ghani Al Rafusqy in *Ekspektasia* on 13th October 2017, it is stated that GO-JEK is a pioneer of online transportation service in Indonesia, their network riders are more extensive than the other online transportation service, and also GO-JEK has a lot of online services compared to the other startups.

Among the considerations for people who use GO-JEK and conventional motorcycle taxi, people in Indonesia prefer GO-JEK compared to conventional motorcycle taxi. This is proved by the research of Tania on 2017 who stated that GO-JEK is placed on the first rank to become the most popular and favorite online transportation application in and outside Java islands in Indonesia. One of the advantages of GO-JEK compared to conventional motorcycle taxi is GO-JEK has professional riders that every rider should has rider license and it can makes customers of GO-JEK feel safe and comfortable.

In the way of facing their customers, GO-JEK has superior value than conventional motorcycle taxi. In term of service, GO-JEK riders serve helmet to their customers. They serve a mask and hair cover to their customers. In term of communication between riders and customers, GO-JEK riders have some procedures of communication when they communicate with their customers. They have Standard Operating Procedure (SOP) from its management about the way how GO-JEK riders communicate with their customers. However, the riders still have to adjust with their customers' behavior. It contrasts with conventional

motorcycle taxi riders that they do not have procedures when they communicate with their customers. GO-JEK riders seem to be more polite than conventional motorcycle taxi riders. It is proved by GO-JEK management itself who says that riders should communicate with their customers in accordance with the SOP. If GO-JEK riders do not communicate with their customers according to the SOP until it is considered impolite by their customers, then the rider will be suspended for three working days.

It is a challenging to investigate the way of conversation between GO-JEK riders and their customers in the feature of GO-RIDE. In here, the writer uses the strategies from Brown and Levinson (1987) of politeness theory because this theory provides some specific explanations and also gives clear examples.

This is important when people communicate with others, they tend to be polite or have good manners toward others to minimize conflict and misunderstandings between the speaker and the hearer. Politeness is the need of people to interact with others because it is important to make a good interaction. Both of the speaker and the hearer need to understand what are politeness strategies. Politeness strategies is speech acts that express concern for others, a minimize threats to self-esteem ("face") in particular social contexts. (Nordquist Richard, 2017).

In the other hand, people expect to be respected in communication but sometimes they get the opposite things of their face wants. This condition is called FTA (Face Threatening Acts). People can minimize the FTAs by applying politeness strategies which consist of bald on record, positive politeness, negative

politeness, and also off record. People should use politeness strategies to make polite communication in front of the interlocutor by saving his or her face, so it can make a good communication and also a good relationship. By applying this strategy, communication with others can run smoothly and there is no misunderstanding anymore.

Politeness strategies can be done by speaker and hearer in every situation. According to Ryabova's journal article (2015) entitled *Politeness Strategy in Everyday Communication* aims to analyze the use of some models of English speech etiquette, specifically the use of politeness forms typical of English. Thus, etiquette norms in speech behavior of the English is a characteristic feature of their communicative culture, that determines the choice of formulae and models of their everyday communication, revealing their class and social status and operating within politeness strategy of socio-pragmatic conditions.

That journal article is used to help this study to getting more understand the important of using politeness strategies in everyday communication with other people. In this case that journal article similar with the present study in terms of conversation in daily life. From this theory, it can be stated that there are four types of politeness strategies: bald-on record strategy, positive politeness strategy, negative politeness strategy, and the last is off-record strategy.

It is similar with the present study that it is used four types of politeness strategies by Brown and Levinson (1987) as foundations of this study. However, this present study is taken the data by direct conversation to 36 GO-JEK riders in Malang randomly. While, the present study above taken the data from the theory.

The writer considers that this study requires more effort to find the data than just analyze the theory.

This is why politeness strategies must be applied in the way of conversation between GO-JEK riders and their customers because of rider's life are concerning the needs of many people. The first reason, the riders have to obey the SOP of GO-JEK management, and also GO-JEK riders have to respect and give a comfortable feeling to their customers, so the riders will get 5 stars from their customer's assessment, so as not to be suspended by GO-JEK management. Therefore, GO-JEK riders still can maintain their images because they get good assessment from their customers.

The result of this study on *Politeness Strategies in Communications between GO-JEK Riders and Their Customers in Malang* is expected to give some benefits to the GO-JEK management, customers of GO-JEK, the writer, and also for the future researcher whether practically and theoretically.

Practically, this research can gives valuable insights to both GO-JEK management and customers of GO-JEK. For GO-JEK management, especially for GO-JEK riders are expected to know and understand more what the politeness strategy itself and how to use it well to communicate with their customers. As for customers of GO-JEK, it is important to understand more about the using of politeness strategies and also it can help them understand the importance of giving appropriate responses.

Theoretically, this research can gives new knowledge about the rule of having a good manner in communicate with others, particularly between GO-JEK

riders and their customers. The result of this research is also can be references for future researcher in the related field to get information needed in his or her research about the using of politeness strategies.

1.2 Research Problems

Based on the background of the study, this research is conducted in order to find the answers of the research questions below:

1. What are the FTAs performed by GO-JEK riders and their customers in Malang?
2. What are the politeness strategies performed by GO-JEK riders and their customers in Malang?
3. What are the purposes of GO-JEK riders using certain politeness strategies in communicating with their customers?

1.3 Objectives of the Study

Related to the problem study above, there are three objectives of the study:

1. To identify the FTAs performed by GO-JEK riders and their customers in Malang.
2. To identify the politeness strategy performed by GO-JEK riders and their customers in Malang.
3. To find out the purposes of GO-JEK riders for using politeness strategies in communicating with their customers.

1.4   Definition of Key Terms

This sub-chapter is proposed to provide the definition of key terms used in the study in order to avoid misunderstanding about some terms related to the study. The terms are defined in the following explanation:

1.   **Politeness**   :   An action used to express the concern for the feeling of other (Brown and Levinson, 1987).

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

3.   **FTAs**   :   Face Threatening Acts (FTAs) is an act which threaten someone's face (Brown and Levinson, 1987).

4.   **GO-JEK**   :   A startup company that serves transportation by online service.

5.   **GO-JEK Riders**   :   A rider who gives a service to pick and drop someone or something from one place to another place by receiving an order based on GO-JEK application.

6.   **GO-JEK Customers** :   A customer of GO-JEK who orders a service from GO-JEK application.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents two topics related to the second chapter. It includes framework of theories and the previous studies which supports the analysis of data.

2.1 Politeness

Speaking generally, politeness is a kind of good manner or good etiquette from someone while having an interaction with another people. In linguistics, politeness is a basic to the production of social order, and a precondition of human cooperation, so that any; theory which provides an understanding of this phenomenon at the same time goes to the foundations of human social life (Gumperz in Brown and Levinson, 1987). Departing from this understanding, it can be stated that politeness is a way to make a good relationship with others by having a good manner and emotion control to minimize the risk of misunderstandings among speakers.

In politeness, there are three key concepts that underpin the importance of particular theory in studying politeness. It covers concept of face, Face Threatening Acts (FTAs), and politeness strategies.

2.1.1 Concept of Face in Politeness Theory

Concept of face in studies of politeness mainly refers or deals with response to the presence of others and in interactions with others, it is a specific

8

image we present to another person, and the image we present among speakers are affected by the requirements of the situation or context (Redmon, 2015, p. 3). Thus, it is not only about speech between speaker and interlocutor, but it also deals with face that emotionally and should be considered in every interaction. According to Chojimah (2015, p.59), said that face is basic desires/needs that everyone wants to satisfy. It is divided into two categories: there are positive face and negative face.

Positive face is a desire of someone in a conversation to be appreciated by others. It could be widened to the usage of the addressee's wants in general. It reflects an individual's need for his or her wishes and desires to be appreciated in a social context. Addressing someone by using indicating intimacy such as *buddy, friend, sis, bro,* and the like *is* one of strategies to satisfying his/her positive faces (Chojimah 2015, p.60). For example, "***Bro, have you done your homework?***". The example before can be indicated as the desire to be respected by others, the desire to be admired, the desire to be understood, and many others.

Negative face is a desire of someone in a conversation to be free to state anything. It also reflects an individual's need for freedom of action, freedom from imposition, and the right to make one's own decisions. It means that people have desire to state anything without being impeded by others. The expression of thanks, acceptance of offers or compliments, excuses, and others are included into negative face. For example in term of expression of thanks, *"Thank you for your help yesterday."*. In here the speaker feels obliges to express his/her thanks.

To avoid losing a face while having an interaction between speakers, both speakers have to understand about what is Face Threatening Acts (FTAs), because with FTAs people can leads the use of face work strategies to repair and restore their face (Redmond, 2015).

2.1.2 Face Threatening Acts (FTAs)

Every person needs to threat other people well by the way they act and speak. A Face Threatening Acts (FTAs) is an act which threaten someone's face. According to Brown and Levinson (1987, p. 67) Face Threatening Acts (FTAs) may threaten both negative and positive face. Politeness strategies are developed for the main purpose of dealing with these FTAs. FTAs can be seen from the perspectives of which face is threatened. There are several examples of some acts that threatening both interlocutors (Chojimah 2015, p.61-62). Table 2.1 below shows some acts threatening addresser's face.

Table 2.1 Acts Threatening the Addresser's Face

Addresser's face	Face Threatening Acts (FTAs)	Linguistic Realizations
Positive	Apologizing	*Sorry for my being late* *I apologize for this inconvenience*
	Congratulating	*Congratulations for your victory* *Great!! You have a good job.*
	Self-humiliating	*Oh.....how stupid I am*
Negative	Expressing thanks	*Thank you for your concern*
	Accepting thanks, apologies, offers	*You are welcome, it is okay, ok, thanks*

While table 2.2 below shows some acts threatening interlocutor's face.

Table 2.2 Acts Threatening the Addressee's Face

Addressee's Face	Face Threatening Acts (FTAs)	Linguistic Realizations
Positive	Criticizing	*Oh, your writing needs improvement; there are weakness here and there*
	Disapproving, disagreeing	*Choose another topic for your thesis.*
	Accusing	*It is you who have to be responsible for this unconvenience.*
	Insulting	*This is the worst seminar I once attended.*
Negative	Ordering	*Can your serve me?*
	Suggesting, advising	*Why don't you change your topic?*
	Reminding	*Mam, I remind you about the exam schedule*
	Threatening/Warning	*I warn you that smoking is a bad habit.*

To make a harmony in social life, people tend to avoid FTAs. Actually, FTAs must still be shown, but people have to find ways or strategies to minimize the use of FTAs.

2.1.3 Politeness Strategies

The study of politeness strategies is basically the study of knowing the way of people use the language while they are having interaction or communication. Politeness strategies is speech acts that express concern for others, a minimize threats to self-esteem ("face") in particular social contexts. (Nordquist Richard, 2017). Politeness strategies are used in order to save the hearer's face. To avoid losing a face while having conversation with other, both speakers have to know more how they perform their FTAs. A brief explanation about the strategies for performing FTAs is addressed below.

2.1.3.1 Strategies for Performing FTAs

The politeness strategies of Brown and Levinson (1987) are developed for dealing with FTAs and they propose some strategies to minimize the possibility of face-damaged and that sum up human "politeness" behavior. The possible strategies for doing FTA is proposed by Brown and Levinson in simpler way in the following figure (1987, p. 69).
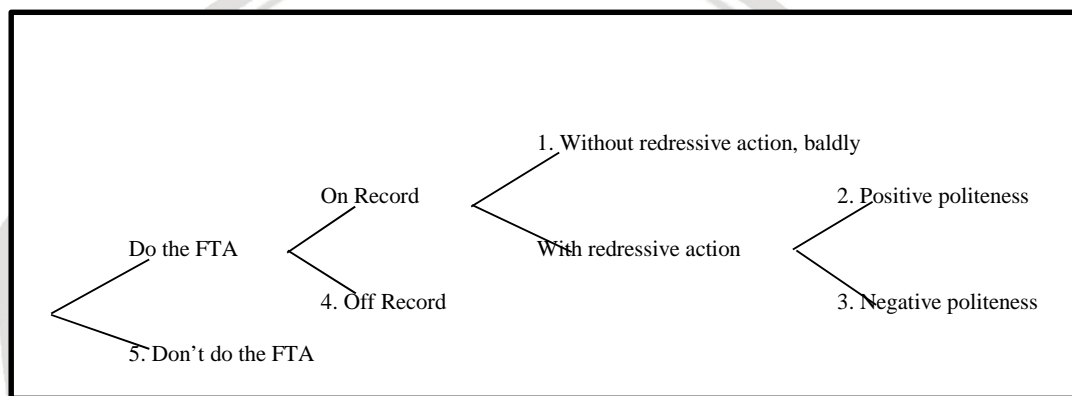
Figure 2.1 Possible strategies for doing FTAs

The figure above is strategies for doing FTAs proposed by Brown and Levinson in their book which aims to reduce the use of FTAs. There are four strategies which outlined from those strategies to minimize the use of FTAs, there are bald on-record strategy, positive politeness strategy, negative politeness strategy, and also off-record strategy.

2.1.3.1.1 Bald-on Record

Bald-On Record strategy does not try to minimize the threat to the interlocutor's face. According to Brown and Levinson (1987, p. 69), Bald-On Record strategy is spoken in a direct, clear, unambiguous, and concise way. This

strategy can make the interlocutor feels shocked and embarrassed, so this strategy is mostly used in the situation where the speaker has a close relationship with the interlocutor. It is a direct way of saying things.. The example of Bald-on Record strategy is direct imperative, *"Don't forget to clean the house!"*.

2.1.3.1.2 Positive Politeness

Positive politeness strategies seek to minimize the threat to the interlocutor's positive face. According to Brown and Levinson (1987, p. 101), positive politeness is redress directed to the addressee's positive face. Positive politeness strategies emphasize friendliness between the speaker and interlocutor. The speaker's wants are in some way similar to the interlocutor's wants. It is used as a way to make the interlocutor feel a sense of closeness and belonging. This strategy treats the interlocutor as someone who is liked or esteemed. There are fifteen ways to accomplish this intimacy proposed by Brown and Levinson (1987, p. 103).

Claim common ground

Strategy 1 : Notice, attend to H (his interests, wants, needs, goods)

> S should take notice of aspects of H's condition (noticeable changes, remarkable possessions, anything which looks as though H would want S to notice and approve of it). For example, *"You must be hungry, it's a long time since breakfast. How about some lunch?"*.

Strategy 2 : Exaggerate (interest, approval, sympathy with H)

This is often done with exaggerated intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers. For example, *"How wonderful!"*.

Strategy 3: Intensify interest to H

S wants to share his interest to H as a form of S's contribution into the conversation. Therefore, S exaggerates facts as well as he makes good story to draw H as a participant into the conversation, and H also usually uses tag questions like *'uhuh'*, *'what do you think?'*, etc. Sometimes, this can involve switching back between past and present tenses. For example, *"I never imagined that there were thousands beautiful girls in Jim's party last night!"*.

Strategy 4: Use in-group identity markers

By using any of the innumerable ways to convey in-group membership, S can implicitly claim the common ground with H that is carried by that definition of the group. These include in group usages of address forms, of language or dialect, of jargon or slang, and of ellipsis.

Strategy 5: Seek Agreement

- *Safe topics*. The raising of 'safe topics' allows S to stress his agreement with H and therefore to satisfy H's desire to be 'right', or to be corroborated in his opinions.

- *Repetition*. Agreement may also be stressed by repeating part or all of what the preceding S has said in the conversation and by using that function to indicate emphatic agreement ('yes', 'Really', etc) whenever someone is telling story. For example, *"There was flood in my hometown."*, *"Oh my God. Flood!"*.

Strategy 6: Avoid Disagreement

- *Token agreement*. S may go in twisting their utterances so as to appear to agree or to hide disagreement-to respond to a preceding utterance with 'yes, but.....' in effect, rather than a blatant 'No'. For example, *H: "How the girl looked like, beautiful?" S: "Yes, I think she is quite, but not really beautiful, she is certainly not really ugly."*.

- *Pseudo-agreement*. Another example of apparent or pseudo-agreement is found in English in the use of 'then' as a conclusory marker. For example, *"I'll meet you in front of the theatre just before 8.0, then."*.

- *White lies*. S may do white lie to hide disagreement. By doing this, S is saving H's face. For example, In response to a request to borrow a car, *"Oh I can't, my father will use it tonight."*

- *Hedging opinions*. To soften FTA of suggesting, criticizing or complaining, hedges may also be used. For example, *"I know you are sort of a polite person"*

Strategy 7: Presuppose/ raise/ assert common ground

- *Gossip or small talk*. S is talking about unrelated topics to show that S is interested in H as the mark of friendship and does not come only to impose him. For example, *"You look so bright today. It must be because MU had defeated Chelsea, right? By the way, can you take me to the airport this afternoon?"*.

- *Point-of-view operations*. S may claim common ground by using cooperation point of view. (S speaks as if H were S, or H's knowledge were equal to S's knowledge). For example, *" I had a really hard time learning to drive, didn't I?"*.

- *Presupposition manipulations*. S presupposes something when he presumes that it is mutually taken for granted. For example, *"Wouldn't you like a drink?"*.

Strategy 8: Jokes

Jokes can be used to stress the fact that there must be some mutual background knowledge and values that S and H share. That is why, the strategy of joking may be useful in diminishing the social distance between S and H. For example, *"How about lending me this old heap of junk?"* (H's new Cadillac)

Convey that S and H are cooperators

Strategy 9: Assert or Presuppose S's knowledge of and concerns for H's wants.

S and H are co-operators. S wants to assert and imply knowledge of H's wants and willingness to fit one's own wants in with them. For example, *"I understand you can do it yourself, but this time, do what I suggested you."*

Strategy 10: Offer or promises

S and H are good co-operators that they share some goals. Promise or offer demonstrates S's good attention in satisfying H's positive-face wants, even if they are false. For example, *"I'll go there sometimes"*.

Strategy 11: Be optimistic

S assumes that H wants S's wants for S (or for S and H) and will help to obtain them. This usually happens among people with close relationship. For example, *"You'll tell your father that you did it, I hope"*.

Strategy 12: Include both S and H in the activity

S manipulates the subject of an activity is done together. S uses an inclusive 'we' from when S actually means 'you' or 'me'. Inclusive form 'we' is usually used in the construction 'let's'. For example, *"Bring us the book"*. (i.e. me).

Strategy 13: Give (or ask for) reasons

S uses H as the reason why S wants something so that it will seem reasonable to the interlocutor. For example, "*Why not lend me your car for the weekend?*".

Strategy 14: Assume or assert reciprocity

> S asks H to cooperate with him by giving evidence of reciprocal rights or obligations between S and H. For example, *"I'll tell you what it looks like if you tell me where she is now."*

Fulfill H's want for some X

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

> S satisfies H's Positive Face. In other words, this strategy is usually used for the benefit of H. For example, *"I'm sorry to hear that"*.

2.1.3.1.3 Negative Politeness

Negative politeness addresses the interlocutor's need for freedom of action and freedom from imposition in making his or her own decisions. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation. Based on Brown and Levinson (1987, p.130), there are ten types of negative politeness strategies.

Be Direct

Strategy 1 : Be conventionally indirect

> This strategy is usually used by S to express an ordering, commanding or other expression in indirect statement which considers asking meaning so that the H willing to do what S wants. S is faced with opposing tensions. Phrases and sentences that the S's said to the H "have contextually unambiguous meanings", which means that "the

utterance goes on record, and S indicates his desire to have gone off record" (Brown & Levinson 1987). For example, *"Can you pass the salt?"*

Don't presume/assume

Strategy 2 : Question, hedge

This strategy is used by S to ask a help by using a hedge so that the S is able to keep harmonious conversation which considers asking or commanding meaning. A hedge is a "softening" of a statement by employing less-than-certain phrasing such as *perhaps*, *might*, *can*, or *could*. For example, *"Could you please pass the rice?"*.

Don't coerce H

Strategy 3 : Be pessimistic

S usually uses this strategy to create sympathy condition by showing low profile attitude to H in order that H not feel impose for doing the speaker's wants. For example, *"You couldn't find your way to lending me a thousand dollars, could you?"*.

Strategy 4 : Minimize Imposition

This strategy is characterized as using indicators that downgrade the seriousness of the imposition. In English, words such as *just* in the next sentence achieve this effect. For example, *"I just wanted to ask you if there is a chance I can stay tonight"*.

Strategy 5 : Give Deference

This strategy is to show a humble context by S in ordering, requesting or speaking something to H by making H who has a higher status than S feels as he/she has the "rights to relative immunity from imposition" (Brown and Levinson, 1987). For example, *"Mr. X knows much more about this than I do…"*.

Communicate S's want to not impinge on H

Strategy 6 : Apologize

This strategy is to show an apologizing expression which considers asking help meaning to touch H's heart in order that the H is willing to do what the speaker's wants. For example, *"I'm sorry; it's a lot to ask, but can you lend me a thousand dollars?"*.

Strategy 7 : Impersonalize Things (Speaker and Interlocutor)

This strategy is to show a phrase of FTA as if the agents were other than S and the addressee' were other than H. It replaces "I" and "you" with indefinites (*"people tend to…"*), pluralizing "I" and "you" (*"We don't always know what we're up against…"*), and avoiding use of "I" and "you" all together.

Strategy 8 : General Rule/Obligation by Using 'request'

This strategy is used by S to asking statement in direct context. Yet, S is always keeping politeness which is considered in its statement so that H

is able to receive asking statement in clearly and also do not create a conflict or misunderstand between S and H.

Strategy 9 : Nominalization

This strategy is nominalized by S for using a noun in its statement in order to create politeness expression between S and H. The strategy nominalizes an expression and also the more you dissociate from it.

Redress other wants of H's

Strategy 10 : On Record

This strategy states a welcoming expression for doing what S wants. S shows a friendly gesture, utterance and expression so that S does not feel heartsick. Therefore, this strategy creates friendly situation between them.

2.1.3.1.4 Off-Record

This strategy uses indirect language and removes S from the potential to be imposing. This strategy is discussed for the use of the language used in the forms of direct. It relies heavily on pragmatics to convey the intended meaning while still utilizing the semantic meaning as a way to avoid losing face. S removes him/herself from any imposition whatsoever. According to Brown and Levinson (1987, p. 213), there are fifteen strategies of Off-Record as follows.

Invite conversational implicatures

Strategy 1 : Give hints

S invites H to look for an interpretation of the possibility relevance if S says something that it is not explicitly relevant. For example, *"What a boring movie!"*. It means that the speaker invites the interlocutor to leave.

Strategy 2 : Give association clues

This strategy is used to mentioning something associated with the act required of H either by precedent in S-H's experience or by mutual background knowledge irrespective of their interactions experience. For example, *"Are you going to market tomorrow? There is a market tomorrow, I suppose"*. It means that the speaker asks for a ride to the interlocutor.

Strategy 3 : Presuppose

In this strategy, S invites H to search for an interpretation of the possible relevance just at a level of its presupposition. For example, *"I washed the car again today"*.

Strategy 4 : Understate

In here, S tries to deliver his/her intended meaning to H by says less than is required. For example, *"It's not half bad"*. It means that S thinks it's surprisingly good.

Strategy 5 : Overstate

S delivers his/her intended meaning by says more than is necessary and also tries to convey implicatures. For example, *"I tried to call a hundred times, but there was never any answer"*.

Strategy 6 : Tautologies

S invites H to get information from the non-informative utterance. For example, *"If I won't give it, I won't."*

Strategy 7 : Contradictions

This strategy is used when S says something that has implicit meaning. It is done by stating two contradict things. For example, *"Well, Jim is here and he is not here."*

Strategy 8 : Be ironic

S is saying the opposite of what is really happens. For example, *"He's a real genius"*.

Strategy 9 : Use metaphoric

This strategy is usually used in on-record strategy, but S can says indirectly by choosing the possible connotation. For example, *"John is a real fish"*. It means that John swims/John drinks/John is slimy/John is cold-blooded like a fish.

Strategy 10 : Use rhetorical questions

S says something that there is no answer of implicate deliberately to do FTAs. For example, *"How many times do I have to tell you"*. It means that the speaker has told the interlocutor for too many times.

Be vague or ambiguous: violate the manner maxim

Strategy 11 : Be ambiguous

S makes his/her utterances full of ambiguity and let H finds the meaning. For example, *"Jean is a hot cheek"*. It means that it could be either a compliment or an insult.

Strategy 12 : Be vague

S tries off-record with FTA and makes the object also being vague. For example, *"Perhaps someone did something naughty"*.

Strategy 13 : Over generalize

In here, S is saying something that vague the object and H can choose who the object is and what general rule applies to him/her. For example, *"Mature people sometimes help do the dishes"*.

Strategy 14 : Displace interlocutor

S may go off-record by pretending to address the FTA to someone whom it wouldn't threaten and hope that the real target will see the FTA is aimed to him/her. For example, *"Oh God, I forget that I have run out of cash"*.

Strategy 15 : Be incomplete, use ellipsis

> S says something and leaves the meaning. For example, *"Oh mom, a headache"*.

> By doing off-record, the speaker fully allows the addressee or the interlocutor to interpret by himself/herself the meaning of the speaker's intention. There will be more than one intention and ambiguous meaning depending on how the addressee or the interlocutor interprets the meaning.

2.2   Previous Studies

There are two previous studies reviewed in this study. The writer takes the first previous study from Ryabova's journal article (2015. P. 90-95) entitled *Politeness Strategy in Everyday Communication*. This study aims to analyze the use of some models of English speech etiquette, specifically the use of politeness forms typical of English. Politeness strategy here is analyzed in speech acts of apologies and condolences, through their pragmatic structures. Thus, etiquette norms in speech behavior of the English is a characteristic feature of their communicative culture, that determines the choice of formulae and models of their everyday communication, revealing their class and social status and operating within politeness strategy of socio-pragmatic conditions.

The second previous study is taken from Silvia (2013) entitled *Politeness Strategies in Closing Conversation (Casual Talks of TV Serials)*. This study attempts to find out what strategies are applied in closing conversations from 4

casual talks of TV serials. The data were analyzed using Schegloff and Sacks (1973) theory. The writer used descriptive qualitative approach to conduct this study. From those 4 TV series, transcripts are chosen carefully to be relevant to the closing sections of conversations. The result shows that in real-life conversation taken from TV serials provides rich sources for some politeness strategies in the conversation closings. As there are so many kinds of closing conversation strategies that could be implemented, it is a must that speaker could be more knowledgeable and wisely use these strategies to better adapt with various conversation contexts, such as: formal vs. informal, intimate vs. distant, or hard discussion vs. small talk.

The writer chooses those two previous studies, because the writer thought that it is enough to be the foundation in making this present study. There are two theories from the previous studies above that can be combined to guide this study. The first previous study from Ryabova's journal article is used to help for answering the research problems of this study which are "What are the FTAs performed by GO-JEK riders and their customers in Malang?", "What are the politeness strategies performed by GO-JEK riders and their customers in Malang?", and also "What are the purposes of GO-JEK riders using certain politeness strategies in communicating with their customers?". It is caused by this previous study can be the foundation of politeness strategies proposed by Brown and Levinson (1987). Therefore, this previous study also can help this study to find the purposes of GO-JEK riders for using politeness strategies to their customers. In this case, the first previous study is similar with the present study in

terms of the important of using politeness strategy in everyday communication with other people. The second previous study from Silvia's journal article is used to help this study to find the type of GO-JEK riders and their customers for using politeness strategies since the second previous study is also taken the data from natural contexts.

However, this present study will take the data by doing some natural communications to 36 GO-JEK riders in Malang randomly. While, those present studies are taken the data from the theory and from the closing sections of conversation in four TV series. The writer considers that this study requires more effort to find the data than just analyze the theory or transcribe the closing sections of conversations only in those four TV series. Thus, this study used the results of those previous studies to examine types of FTAs, types of politeness strategies used by GO-JEK riders and their customers in Malang, and also the purposes of GO-JEK riders to use politeness strategies to their customers. The consideration of choosing the previous studies above is needed to fill the gap between the previous studies and also helps to develop this study by knowing which one should be researched by the writer.

CHAPTER III

RESEARCH METHOD

In this chapter, the writer presents four points related to the research method used in this study. They are research design, data sources, data collections, and data analysis.

3.1   Research Design

The writer used descriptive qualitative method to approach with the research questions of this study. According to Creswell (1998, p.15), stated that qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The research builds a complex holistic pictures, analyzes words, reports detailed views of informants, and conducted the study in natural setting.

This method is chosen because this study describes the social phenomena, which is the politeness strategies used in the utterances of GO-JEK riders in Malang. This means that the goal of this study is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals. This study produces a descriptive data. The writer of this study must describe more detail using appropriate and systematic methods of transcript, and analysis the data of this study.

It can be summed up that in a qualitative method, the writer collects the data, organizes them, classifies, makes the interpretation of the data, and writes the conclusion based on the finding of the study. By using descriptive method, the writer also describes the facts concerning the object of the study. Hence, the writer collects the data, analyzes the data, interprets them, and writes the conclusion about the kind of FTAs and politeness strategies, and also the purposes of politeness strategies used by the object of this study.

3.2   Data and Data Source

This qualitative method approach uses various data sources including documents, audio, video, and images to answer the questions of why and how of decision making, not only to answer the questions of what, where and when. In conducting this study, the writer as an observer used audio recorder in her smartphone to record the communications between GO-JEK riders as the participants and the customer/the observer itself. There are 36 GO-JEK riders randomly in Malang as participants of this study were reduced into 19 communications which were considered natural. Further, the focus of this study is only on the communications when the customer meets the riders and the communications when the customer arrived at the destination. After that, the data were transcribed into utterances in text form. The data for this study was taken from utterances in communications between GO-JEK riders and their customer in Malang containing element of politeness.

3.3   Data Collections

The data were collected by following steps below:

1.   Ordering GO-RIDE feature in the GO-JEK application for 36 times.

2.   Getting GO-RIDE rider that accepting observer's order for 36 times.

3.   Doing some natural communications if there is any.

4.   Recording the 36 communications between GO-RIDE rider and the customer after obtaining permission from the rider.

5.   Reducing the communications into 19 which were considered natural.

6.   Transcribing the 19 communications between GO-RIDE rider and the customer into written text.

3.4   Data Analysis

After the data is collected, the data were analyzed to identify the strategies of politeness. There are several steps to do the data analysis:

1.   Categorizing the 19 communications consist of 165 utterances.

Table 3.4.1 Communications between GO-JEK Riders and The Customers

No.	Opening	Closing

2. Categorizing the 165 utterances from the communications between GO-JEK riders and the customers which contain FTAs and politeness strategies as proposed by Brown and Levinson (1987) and displaying the utterances in the following table:

Table 3.4.2 Type of FTA and Type of Politeness Strategies

No.	Speaker	Utterance	FTAs		Politeness Strategies			
			Positive Face	Negative Face	Bald-on Record Strategies	Positive Politeness	Negative Politeness	Off-Record Strategies

3. Analyzing the 165 utterances to figure out the purposes of GO-JEK riders using certain politeness strategies in communicating with their customers in Malang.

4. Writing conclusion on the results of the data analysis.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the results related to the research questions and the discussion related to the result of analysis.

4.1   Findings and Analysis

In this section, the writer presents the data after categorizing them into table of type of FTAs and type of politeness strategies. The politeness utterances in this study can be seen from the communications between GO-JEK riders and the customers which were considered natural. Further, the focus of this study is only on the communications when the customer meets the riders and the communications when the customer arrived at the destination. Sample of communications between GO-JEK riders and the customers is provided in table 4.1.1. The complete data can be seen in appendix 1.

Table 4.1.1 Communications between GO-JEK Riders and the Customers

No.	Opening	Closing
1.	D : *Saya tadi sudah disini Mbak, tapi nanya ke anak kuliahan katanya Gedung B disana.* (D : I was already here, but when I asked to the student here, he said that building B was there.) C : *Iya Pak, yang disana itu gedung A, ini baru gedung B.* (C : Yes Sir, the building over there is building A, and here is building B.) D *: Iya saya ingat karena ada BCAnya ini Mbak, padalsaya tau lo Mbak tapi pas nanya katanya disana yaudah saya*	C : *Tadi berapa Pak, 10rb ya?* (C : How many Sir, ten thousand right?) D : *Lo lupa saya Mbak, bentar tak liate, oh iya Mbak 10rb.* (D : I forget, let me see for a while, oh ya it is ten thousand.) C : *Ini Pak, makasih ya Pak.* (C : Here Sir, thank you Sir.) D *: Iya Mbak, sama-sama.* (D : Yes Miss, you're welcome.)

	ngikut eh keliru (D : Yes I remember because, there is BCA over there, actually I know exactly where is building B but, when I asked to the student here, he said that building B was there so, I follow his instruction and it is wrong.) C : *Hehe iya Pak, tadi saya juga lihat Bapaknya kok muter ini di map* (C : Hehe yes Sir, I also saw you go around on the map.)	
2.	D : *Selamat pagi, Mbak Varindha ya?* (D : Good morning, Miss Varindha?) C : *Iya Mas, Mas ini saya mau top up dulu bisa?* (C : Yes Sir, may I top up first?) D : *Oh bisa Mbak, mau isi berapa?* (D : Oh yes Miss, how much do you want to fill?) C : *50ribu aja Mas.* (C : only fifty thousand Sir.) D : *Ditunggu yaa, silahkan di cek.* (D : Wait a minute, please kindly check your account.) C : *Iya Mas sudah Masuk* (C : Yes Sir, it is done.) D : *Ke De Saxophone ya?* (D : To De Saxophone right?) C : *Iya Mas.* (C : Yes Sir.)	D : *Ini yang mana ini?* (D : So, Where is it?) C : *Itu lo Mas lurus ada ayam jomblo, gang setelahe ayam jomblo ngiri. Di rumah yang pertama ini Mas* (C : It is go straight there is *Ayam Jomblo*. Go left in an alley after *Ayam Jomblo*. In the first house here Sir.) D : *Iki ya?* (D : Is it right?) C : *He eh. Bayare Pake top up ya Mas?* (C : Yes. The payment is using top-up right?) D : *Haa?* (D : What?) C : *Bayare Pake top up, e GO-PAY.* (C : The payment is using top-up, I mean GO-PAY.) D : *Anu, emang bisa a?* (D : Mmm, can it?) C : *Gimana carane?* (C : How?) D : *Kan tadi pas order belum ada saldo GO-PAY nya. Jadi gabisa.* (D : There is no GO-PAY balance in your account before, so it cannot.) C : *O gitu ya Mas, berapa Mas berarti? 11ribu ya?* (C : Oh I see, how much? Eleven thousand right?) D : *Wes ini, 10rb ae wes.* (D : Just give me ten thousand.) C : *Lho, wah makasih Mas. Ati-ati.*

		(C : Wah thankyou Sir. Be careful.) D *: Iyaa.* (D : Yes.)
3.	D : *Ditunggu ya Mbak.* (D : Wait a second Miss.) C : *Iya Pak.* (C : Yes Sir.) D : *Sudah Mbak?* (D : Are you ready?) C : *Sudah Pak.* (C : Yes Sir.)	D : *Disini ya Mbak?* (D : Right here, Miss? C : *Iya Pak, pake go-pay ya Pak* (C : Yes Sir, I use GO-PAY sir.) D : *Iya Mbak. Ga tambah lagi a Mbak GO-PAY nya?* (D : Yes Miss. Do you want to add your GO-PAY balance? C : *Belum Pak, nanti aja.* (C : Not yet Sir, maybe later.) D : *Makasih ya Mbak, sukses selalu* (D : Thankyou Miss, be successful) C : *Terima kasih Pak.* (C : Thankyou Sir.)

4.1.1 Face Threatening Acts (FTAs)

From the analysis of the communications, it can be found that there are FTAs performed by GO-JEK riders and their customers. FTAs are divided into two parts. First is positive face and second is negative face. Sample of type of FTAs and the number of type of FTAs is provided in table 4.1.1.1. For complete data it can be seen in appendix 2. In data below, C represents the customer, and D represents the driver/rider.

Table 4.1.1.1 Type of FTAs

No	S	Utterance	FTAs	
			Positive Face	**Negative Face**
1.	**D**	*Saya tadi sudah disini Mbak, tapi nanya ke anak kuliahan katanya Gedung B disana.* (I was already here, but when I asked to the student here, he said that building B was there.)	Pseudo Apologize	
2.	**C**	*Iya Pak, yang disana itu gedung A, ini baru gedung B.* (Yes Sir, the building over there is building A, and here is building B.)		Reminding

3.	D	*Iya saya ingat karena ada BCAnya ini Mbak, padal saya tau lo Mbak tapi pas nanya katanya disana yaudah saya ngikut eh keliru.* (Yes I remember because, there is BCA over there, actually I know exactly where is building B but, when I asked to the student here, he said that building B was there so, I follow his instruction and it is wrong.)	Pseudo Apologize	
4.	C	*Hehe iya Pak, tadi saya juga lihat Bapaknya kok muter ini di map.* (Hehe yes Sir, I also saw you go around on the map.)	Accusing	
5.	C	*Tadi berapa Pak, 10rb ya?* (How many Sir, ten thousand right?)		Reminding
6.	D	*Lo lupa saya Mbak, bentar tak liate, oh iya Mbak 10rb.* (I forget, let me see for a while, oh ya it is ten thousand.)	Accusing	
7.	C	*Ini Pak, makasih ya Pak.* (Here Sir, thankyou Sir.)		Expressing thanks
8.	D	*Iya Mbak, sama-sama.* (Yes Miss, you're welcome.)		Accepting thanks
9.	D	*Selamat pagi, Mbak Varindha ya?* (Good morning, Miss Varindha right?)	Greetings	
10.	C	*Iya Mas, Mas ini saya mau top up dulu bisa?* (Yes Sir, may I top up first?)		Ordering
11.	D	*Oh bisa Mbak, mau isi berapa?* (Oh yes Miss, how much do you want to fill?)		Accepting orders
13.	D	*Ditunggu ya, silahkan dicek* (Wait a minute, please kindly check your account.)	Asking for clarification	
17.	C	*Itu lo Mas lurus ada ayam jomblo, gang setelahe ayam jomblo ngiri. Di rumah yang pertama ini Mas.* (It is go straight there is *Ayam Jomblo*. Go left in an alley after *Ayam Jomblo*. In the first house here Sir.)		Suggesting
36.	C	*Belum Pak, nanti aja.* (Not yet Sir, maybe later.)	Disagreeing	
116.	C	*Haha pakai GO-PAY ya Pak.* (Haha I use GO-PAY Sir.)	Unintended emotional action (laugh)	
126.	C	*Iya Pak. Helmnya Pak.* (Yes Sir. Here is your helmet.)		Offering
		Total	56	109
			165	

4.1.1.1 Positive Face

Positive face is a desire of someone to be appreciated, to be liked by someone or interlocutors. In this study, there are 56 utterances found in to positive face threatening acts.

> ***Datum 1 from Table 4.1.1.1***
>
> D : *Saya tadi sudah disini Mbak, **tapi** nanya ke anak kuliahan katanya Gedung B disana.*
> (I was already here, **but** when I asked to the student here, he said that building B was there.)

In this utterance, the rider tells the customer that he already here before and he delivers his apologize for being late to the customer by telling the story why he is late to pick the customer up. Bold word there indicates that the rider threats his own face so the customer will not be angry with him. So in here, the rider is doing **pseudo apologize**. Pseudo here means because the rider did not mention apology words but told the story why he was late picking up.

> ***Datum 3 from Table 4.1.1.1***
>
> D : *Iya saya ingat karena ada BCAnya ini Mbak, padal saya tau lo Mbak tapi pas nanya katanya disana **yaudah saya ngikut eh keliru.***
> (Yes I remember because, there is BCA over there, actually I know exactly where is building B but, when I asked to the student here, he said that building B was there **so, I follow his instruction and it is wrong.**)

In the utterance above stated that the rider explains more why he is late to pick the customer up. He did this to make the customer believes that what he said is a real story. The rider here still used the strategy that can be threat his own face

by doing **pseudo apologize**. He tries to blame someone in front of the customer to impose the customer's sympathy.

Datum 4 from Table 4.1.1.1

C : *Hehe iya Pak,* **tadi saya juga lihat Bapaknya kok muter ini di map.**
   (Hehe yes Sir, **I also saw you go around on the map.***)*

That utterance from the customer shows that she agrees with the rider statement and she blames the rider a little bit because of his mistake. The customer here uses **accusing** strategy to threat the rider's face.

Datum 6 from Table 4.1.1.1

D : **Lo lupa saya Mbak,** *bentar tak liate, oh iya Mbak 10rb.*
   (**I forget**, let me see for a while, oh ya it is ten thousand.)

In here, the rider said that he forgot the price too and he asked the customer to wait for a while because he wanted to check again the bill in his phone. The rider is using **accusing** strategy because from the bold phrase there, it can be seen that the rider blames his customer for her forgetfulness.

Datum 9 from Table 4.1.1.1

D : **Selamat pagi,** *Mbak Varindha ya?*
   (**Good morning,** Miss Varindha?)

The bold phrase above clearly shows the greeting to the customer. Greeting here means give a polite situation in the beginning. The appropriate strategy in the utterance above is using **greetings** strategy.

Datum 13 from Table 4.1.1.1

D : *Ditunggu ya, **silahkan dicek**.*
(Wait a minute, **please kindly check your account.**)

The utterance from the rider above requests the interlocutor/the customer to check her phone, so the rider will know if the transaction is successful. The correct strategy to conduct with the utterance above is **asking clarification**. This strategy is used by the speaker/the rider to clarify something from the customer.

Datum 36 from Table 4.1.1.1

C : ***Belum Pak**, nanti aja.*
(**Not yet Sir**, maybe later.)

The utterance stated above shows that the customer disagrees with the rider because she refuses the offer from the rider. So, the customer here uses **disagreeing** strategy to politely refuse.

Datum 116 from Table 4.1.1.1

C : ***Haha** Pakai GO-PAY ya Pak.*
(**Haha** I use GO-PAY Sir.)

The bold phrase above indicates that the customer is laughing to the rider. The customer laughs because she appreciates the rider's act. That laughing is unpredictable, so the utterance above includes to **Unintended emotional action (laugh)** strategy.

4.1.1.2 Negative Face

Negative face is a desire of someone to be free to state and action anything. In this study, there are 109 utterances found in negative face.

Datum 2 from Table 4.1.1.1

C   : *Iya Pak, **yang disana itu gedung A, ini baru gedung B.***
      (Yes Sir, **the building over there is building A, and here is building B**.)

In here, the customer gives a reminder to the rider by explains where is building A and building B. it can make the rider not make a mistake again later. This is why the customer here uses the **reminding** strategy by threatening the rider's face.

Datum 5 from Table 4.1.1.1

C   : *Tadi berapa Pak, **10rb ya?***
      (How many Sir, **ten thousand right?**)

The utterance from the customer here means that she asks the price of GO-JEK itself and also states the price whether it is true or false. By states the price it can reminds the rider about how much the price. So, the customer here uses **reminding** strategy towards the rider to remind again the rider.

Datum 7 from Table 4.1.1.1

C   : *Ini Pak, **makasih ya Pak.***
      (Here Sir, **thankyou Sir.**)

From the utterance above, it is clear that the speaker or the customer says thanks to the rider. The customer here uses act that can threatening her own face by **expressing thanks** to the rider.

Datum 8 from Table 4.1.1.1

D   : *Iya Mbak, **sama-sama.***
      (Yes Miss, **you're welcome.**)

By **accepting thanks** like in the bold phrase above, it can be shown that the rider did negative FTAs by threatening his own face to his customer.

Datum 10 from Table 4.1.1.1

C   : *Iya Mas, Mas ini **saya mau top-up dulu** bisa?*
          (Yes Sir, **may I top up first?**)

In the utterance above, it can be shown that the customer wants to top-up in her account. Which means the customer orders something to the rider. That utterance uses **ordering** strategy.

Datum 11 from Table 4.1.1.1

D   : ***Oh bisa Mbak**, mau isi berapa?*
          (**Oh yes Miss**, how much do you want to fill?)

The utterance above stated that the rider answer the question from the customer by accepting the order from the customer. By giving an utterance like in the bold phrase above, can be seen that the rider is undertaking the request from his customer. So the utterance above is used **accepting orders** strategy given by the speaker.

Datum 17 from Table 4.1.1.1

C   : ***Itu lo Mas lurus** ada Ayam Jomblo, gang setelahe ayam jomblo ngiri. **Di rumah yang pertama** ini Mas.*
          (**It is go straight** there is *Ayam Jomblo*. Go left in an alley after *Ayam Jomblo*. **In the first house** here Sir.)

The utterance stated above shows that the customer gives a suggestion of a relative way to the rider. So, the customer here uses **suggesting** strategy to suggest or advice something to the interlocutor.

Datum 126 from Table 4.1.1.1

C   : *Iya Pak,* **Helmnya Pak**.
        (Yes Sir. **Here is your helmet**.)

That utterance from the customer above shows that she offers the rider's helmet. Specifically, she returns the rider's helmet. By doing this, the customer uses **offering** strategy to threat the rider's face.

4.1.2 Politeness Strategies

There are four types of politeness strategies proposed by Brown and Levinson (1987, p. 94). It consists of bald-on record strategies, positive politeness strategies, negative politeness strategies, and also off-record strategies. The writer displays the types of politeness strategies and the number of types of politeness strategies in the table 4.1.2.1. For the complete data, it can be seen in appendix 2. In data below, C represents the customer, and D represents the driver/rider.

Table 4.1.2.1 Types of Politeness Strategies

No	S	Utterance	Politeness Strategies			
			Bald-on Record Strategies	Positive Politeness	Negative Politeness	Off-Record Strategies
1.	D	*Saya tadi sudah disini Mbak, tapi nanya ke anak kuliahan katanya Gedung B disana.* (I was already here, but when I asked to the student here, he said that building B was there.)		Give reasons		
2.	C	*Iya Pak, yang disana itu gedung A, ini baru gedung B.* (Yes Sir, the building over there is building A, and here is building B.)		Assert or presuppose S's knowledge		
3.	D	*Iya saya ingat karena ada BCAnya ini Mbak, padal saya tau lo Mbak tapi pas nanya katanya disana yaudah saya ngikut eh keliru.* (Yes I remember because, there is BCA over there, actually I know		Be optimistic		

		exactly where is building B but, when I asked to the student here, he said that building B was there so, I follow his instruction and it is wrong.)				
4.	C	*Hehe iya Pak, tadi saya juga lihat Bapaknya kok muter ini di map.* (Hehe yes Sir, I also saw you go around on the map.)		Seek agreement		
5.	C	*Tadi berapa Pak, 10rb ya?* (How many Sir, ten thousand right?)			Question, hedge	
6.	D	*Lo lupa saya Mbak, bentar tak liate, oh iya Mbak 10rb.* (I forget, let me see for a while, oh ya it is ten thousand.)		Offer or promises		
7.	C	*Ini Pak, makasih ya Pak.* (Here Sir, thankyou Sir.)	Bald-on record			
8.	D	*Iya Mbak, sama-sama* (Yes Miss, you're welcome.)	Bald-on record			
9.	D	*Selamat pagi, Mbak Varindha ya?* (Good morning, Miss Varindha right?)			Give deference	
10.	C	*Iya Mas, Mas ini saya mau top up dulu bisa?* (Yes Sir, may I top up first?)		Give gifts to H		
12.	C	*50ribu aja Mas.* (Only fifty thousand Sir.)	Bald-on record			
13.	D	*Ditunggu ya, silahkan dicek.* (Wait a minute, please kindly check your account.)			General rule/obligation by using 'request'	
15.	D	*Ke De Saxophone ya?* (To De Saxophone, right?)				Use rhetorical question
16.	D	*Ini yang mana ini?* (So, Where is it?)	Bald-on record			
18.	D	*Iki ya?* (Is it right?)	Bald-on record			
20.	D	*Haa?* (What?)				Be ambiguous
21.	C	*Bayare Pake top up, e gopay* (The payment is using top-up, I mean GO-PAY.)		Seek agreement		
22.	D	*Anu, emang bisa a?* (Mmm, can it?)				Be vague
24.	D	*Kan tadi pas order belum ada saldo go pay nya. Jadi gabisa.* (There is no GO-PAY balance in your account before, so it cannot.)		Give gifts to H		
30.	C	*Iya Pak.* (Yes Sir.)	Bald-on record			
36.	C	*Belum Pak, nanti aja* (Not yet Sir, maybe later)		Avoid disagreeme		

				nt		
49.	C	*Gedung A Mas.* (Building A Sir.)	Bald-on record			
52.	D	*Mari Mbak.* (Let's go, Miss.)		Offer		
74.	D	*Saya di parkiran mobilnya Mbak.* (I am in the car park Miss.)				Give association clues
115.	D	*Maaf kalo gaada enaknya yaa* (Sorry for the inconvenient.)			Apologize	
131.	D	*Apa sudah siap? Saya di deket sini soalnya.* (Are you ready? I am near from your location.)				Presuppose
133.	D	*Oke, ditunggu ya sayang.* (Oke, wait a minute honey.)		Use-in group identity markers		
160.	D	*Waduh kok susah ini nyebrangnya.* (It is so difficult to cross the road.)			Apologize	
		Total	37	66	57	5
			165			

4.1.2.1 Bald-on Record Strategies

Bald-on record strategies is a direct way strategy of saying things. In this study it is found that there are 37 bald on record strategies.

Datum 7 from Table 4.1.2.1

C : *Ini Pak,* **makasih ya Pak.**
(Here Sir, **thankyou Sir**.)

The utterance above shows that the customer in direct and clear way expresses her thanks to the rider. This is why that utterance uses **bald-on record** strategy.

Datum 8 from Table 4.1.2.1

D   : *Iya Mbak, **sama-sama.***
            (Yes Miss, **you're welcome.**)

The utterance above also shows that the rider in direct and clear way accepts his customer's thanks to him. This is why that utterance uses **bald-on record** strategy.

Datum 12 from Table 4.1.2.1

C   : ***50ribu aja,** Mas.*
            (**Only fifty thousand,** Sir.)

The utterance above stated in a clear and concise way. The interlocutor/the rider can understand quickly what the customer said. So, the utterance above includes to **bald-on record** strategy.

Datum 16 from Table 4.1.2.1

D   : ***Ini yang mana** ini?*
            (So, **Where is it?**)

The question that asked by the rider there shows to the point question without needing further ado. This is why the question above is categorized as **bald-on record** strategy.

Datum 18 from Table 4.1.2.1

D   : ***Iki ya?***
            (**Is it right?**)

The question above also shows the direct way of questioning something. The rider asks where the destination is only with two words that can be covered

the whole question. The question above is categorized as **bald-on record** strategy

because this question can be understood directly by the interlocutor/the customer.

Datum 30 from Table 4.1.2.1

C   : *Iya Pak.*
             (**Yes**, Sir.)

The utterance above shows the direct answer from the customer to the

rider's question. So, the utterance above is classified as **bald-on record** strategy.

Datum 49 from Table 4.1.2.1

C   : *Gedung A, Mas.*
             (**Building A**, Sir.)

In here, the customer gives direct and clear answer toward the rider's

question. The customer directly stated the location she belongs to the rider. So, the

rider will easily find his customer. It is used **bald-on record** strategy to conduct

with the utterance above.

4.1.2.2 Positive Politeness Strategies

Positive politeness strategies is the strategy that seek to minimize the

threat to the interlocutor's positive face. In this study it is found that there are 66

positive politeness strategies.

Datum 1 from Table 4.1.2.1

D   : *Saya tadi sudah disini Mbak,* **tapi** *nanya ke anak kuliahan katanya Gedung B disana.*
             (I was already here, **but** when I asked to the student here, he said that building B was there.)

The utterance by the rider above stated that he gives a reason why he is late to pick the customer up. Based on the customer or interlocutor, that reason is reasonable and can be accepted. So, the appropriate strategy that used by the rider there is **give reason** strategy of positive politeness.

Datum 2 from Table 4.1.2.1

C : *Iya Pak, **yang disana itu gedung A, ini baru gedung B.***
(Yes Sir, **the building over there is building A, and here is building B**.)

The customer above gives an explanation about the location of the building which is same with the rider's knowledge. Those utterance uses **assert or presuppose the rider's knowledge** strategy of positive politeness. It is caused by the customer wants to assert and imply knowledge of the rider's wants.

Datum 3 from Table 4.1.2.1

D : *Iya saya ingat karena ada BCAnya ini Mbak, **padal saya tau lo Mbak** tapi pas nanya katanya disana yaudah saya ngikut eh keliru*
(Yes I remember because, there is BCA over there, **actually I know exactly where is building B** but, when I asked to the student here, he said that building B was there so, I follow his instruction and it is wrong.)

The bold phrase there is strengthen the assumption that the speaker or the rider uses **be optimistic** strategy of positive politeness to convincing the interlocutor or the customer that the rider really know the truth of his knowledge.

Datum 4 from Table 4.1.2.1

C : ***Hehe iya Pak**, tadi saya juga lihat Bapaknya kok muter ini di map*
(**Hehe yes Sir**, I also saw you go around on the map.)

The utterance above stated that the customer agree with the rider's utterance. The agreement can be proved by the bold phrase there. It is used the strategy of **seek agreement** of positive politeness. This allows the customer to stress her agreement with the rider and also to satisfy the rider's desire to be right in his utterance.

Datum 6 from Table 4.1.2.1

D : *Lo lupa saya Mbak, **bentar tak liate,** oh iya Mbak 10rb.*
    (I forget, **let me see for a while**, oh ya it is ten thousand.)

The utterance above stated that the rider answer the question from the customer, and by giving an utterance like in the bold phrase above, can be seen that the rider offers the customer to see the bill in his phone to make sure what the right price. So the utterance above is used **offer** strategy of positive politeness.

Datum 10 from Table 4.1.2.1

C : *Iya Mas, Mas ini **saya mau top-up** dulu bisa?*
    (Yes Sir, **may I top up first**?)

In the utterance above, it can be shown that the customer wants to top-up in her account. Which means it will give the advantage in the form of additional points for the rider. That utterance uses **give gifts to H (goods)** strategy. This strategy can satisfy the interlocutor's positive face. In other word, this strategy is usually used for the advantage of the interlocutor.

Datum 21 from Table 4.1.2.1

C : *Bayare Pake top up, **e GO-PAY**.*
    (The payment is using top-up, **I mean GO-PAY**.)

The customer's utterance above tells that she doubts with her utterance, because this is her first time for using GO-PAY by GO-JEK and also she actually does not know the work of GO-PAY. So, she tries to seek the agreement from the rider to be corroborated in her opinion. **Seek agreement (safe topic)** strategy is the correct strategy to conduct with that utterance.

Datum 24 from Table 4.1.2.1

D   : *Kan tadi pas order belum ada saldo go pay nya.* ***Jadi gabisa.***
        (There is no GO-PAY balance in your account before, **so it cannot**.)

The utterance above shows that the rider gives understanding to the customer about how to use GO-PAY to pay for GO-JEK. The explanation from the rider can give a new knowledge/understanding to the customer. The strategy that used by the rider is **give gifts to H (understanding).**

Datum 36 from Table 4.1.2.1

C   : *Belum Pak,* ***nanti aja.***
       (Not yet Sir, **maybe later.)**

The utterance stated above shows that the customer disagree with the rider, but she states **"nanti aja"** which means the customer will agree with the rider later although the customer knows that her selection words tell lies to the rider. The customer and the rider know that they would not meet again later or they would rarely meet. So, the customer here uses **avoid disagreement (white lies)** strategy to hide the disagreement.

Datum 52 from Table 4.1.2.1

D   : **Mari,** *Mbak.*
        (**Let go,** Miss**.**)

The word **"mari"** above shows that the rider offers the customer to go up in motorcycle. So, the utterance above uses **offer** strategy.

Datum 133 from Table 4.1.2.1

D   : *Oke, ditunggu ya* **sayang.**
        (Oke, wait a minute **honey.)**

The rider there mentions one of a special call to the customer which is **"sayang"**. This rarely happens when stranger gives a special call to the interlocutor, but it can be shows that the rider is old woman and call the customer as her child. It can gives a warm feeling when special call is given by the right person. So, the correct strategy to that utterance is **use in-group identity markers** strategy. This strategy is used by the speaker to give a special call to the interlocutor so, the speaker will be accepted by the interlocutor.

4.1.2.3 Negative Politeness Strategies

Negative politeness strategies address the interlocutor's need for freedom of action and freedom from imposition in making his or her own decisions. In this study it is found that there are 57 negative politeness strategies.

Datum 5 from Table 4.1.2.1

C   : **Tadi berapa Pak,** *10rb ya?*
        (**How many Sir**, ten thousand right?)

That utterance shows a question to the rider about the price. The question there uses a hedge to keep the harmonious of the communication. The hedge in there can be seen from the way the customer calls the rider. So, in this utterance the customer uses the **question, hedge** strategy of negative politeness.

Datum 9 from Table 4.1.2.1

D : *Selamat pagi, Mbak Varindha ya?*
(**Good morning,** Miss Varindha?)

The greeting that mentioned in the utterance above shows that the speaker/the rider give respect to his interlocutor/the customer. It is caused by the rider should obey the standard operating procedures of GO-JEK management to always act polite in front of the customer. That is why the rider thinks that the customer is a king. So, the utterance above used **give deference** strategy, which means this strategy is to show a humble context by the speaker in speaking something to the interlocutor who has a higher status than the speaker.

Datum 13 from Table 4.1.2.1

D : *Ditunggu ya, silahkan dicek.*
(Wait a minute, **please kindly check your account**.)

The bold phrase above shows that the speaker/the rider requests to the customer to check her phone. Even though the rider requests something to the customer, but it delivers with polite utterance such as in the bold phrase above. The correct strategy to conduct with the utterance above is **general rule/obligation by using 'request'**. This strategy is used by the speaker/the rider to requesting something to the customer in direct context. The utterance above is a

clear request so there will be no misunderstanding between the rider and the customer because yet, the rider is always keeping politeness which is considered in his utterance so that the customer is able to receive the message meaning from the rider's utterance.

Datum 115 from Table 4.1.2.1

D　　: ***Maaf,*** *kalo gaada enaknya ya.*
　　　　(**Sorry,** for the inconvenience.)

From the utterance above, it can be clearly seen that the rider asking for apology to the customer about the treatment that given by the rider itself. Although there is no bad treatment from the rider, but he is still asking for apology to the customer. The rider here uses **apologize** strategy.

Datum 160 from Table 4.1.2.1

D　　: *Waduh,* ***kok susah*** *ini nyebrangnya.*
　　　 (It is **so difficult** to cross the road.)

In the utterance above shows that rider blames the situation for traffic jams. Even though he blames the situation, it could be seen that he was actually apologizing to the customer because the customer's activity was hampered due to the difficulty of crossing the road. That strategy uses **apologize** strategy to the customer. More precisely, the rider uses pseudo apologize, because he did not mention the apology word.

4.1.2.4 Off-Record

Off-record strategies use indirect language and removes speaker from the potential to be imposing. In this study it is found that there are 5 off-record strategies.

Datum 15 from Table 4.1.2.1

D : *Ke De Saxophone ya?*
   (To De Saxophone, right?)

In the utterance above shows the question from the rider to his customer that does not need to be answered by the interlocutor/the customer. It is caused by the destination location can be seen by the rider itself from his GO-JEK application, but he still asks where his customer will go. The rider asks the question above because to make an ice-breaking with the customer. So, the correct strategy for the utterance above is **use rhetorical question,** which means that the question does not need to be answered because the speaker actually know the answer.

Datum 20 from Table 4.1.2.1

D : *Haa?*
   (What?)

The utterance above actually shows the expression from the speaker or the rider. In this situation, the rider express the utterance above because he does not really understand with the point of the interlocutor's utterance before so, he expresses a shocked expression. By saying that utterance, his customer does not

really understand with the rider. So, the appropriate strategy used by the rider is **be ambiguous** strategy.

Datum 22 from Table 4.1.2.1

D   : *Anu, **emang bisa a?***
        (Mmm, **can it?**)

In the utterance above shows that rider doubts with his knowledge, and he asks the customer to convince him. Since both the rider and the customer do not really understand, so they are talking about something vague. That strategy uses **be vague** strategy. It can be known by the way of the rider give the utterance that has vague object.

Datum 74 from Table 4.1.2.1

D   : *Saya **di parkiran mobil**nya Mbak.*
        (I am **in the car park** Miss.)

In here, the rider gives less appropriate answer toward the customer's question. As if the rider is giving clue to the customer to find the answer by herself. The meaning behind the rider's utterance above is, he is in the car park and he asks the customer to meet him in the car park. It is used **give association clues** strategy to conduct with the utterance above since the speaker only gives the clue and not the appropriate answer.

Datum 131 from Table 4.1.2.1

D   : *Apa sudah siap? **Saya di dekat sini soalnya**.*
        (Are you ready? **I am near from your location**.)

In the utterance above indicates that the speaker/the rider let the customer to interpret what is meant by the rider. Since the rider said that she is near from the customer's position, it means that she asks the customer to be in a hurry in position as ordered in GO-JEK application. So, in this utterance the rider uses the **presuppose** strategy.

4.2   Discussion

In this sub-chapter, the writer shows discussion about the result of the study based on the objective of the study, which are to identify the FTAs performed by GO-JEK riders and their customers in Malang, to identify the politeness strategies performed by GO-JEK riders and their customers in Malang, and find out the purposes of GO-JEK riders for using politeness strategies in communicating with their customers.

The writer here uses 165 utterances of the communications between GO-JEK riders and their customers in Malang. In those communications, GO-JEK riders and their customers performed Face Threatening Acts (FTAs) which consists of positive face and negative face. There are 56 utterances that threaten positive face. The acts that threaten positive face performed by GO-JEK riders and their customers are 4 pseudo apologize, 3 accusing, 5 greetings, 37 asking for clarification, 4 disagreeing, 1 misunderstanding/requesting clarification, 1 apologize, and 1 unintended emotional action (laugh). The mostly performed positive FTA is asking for clarification strategy. It is clear that asking for clarification strategy is strategy that used by the speaker to seek for a clarification

utterance. Meanwhile, there are 109 utterances that threaten negative face. The acts that threaten negative face performed by GO-JEK riders and their customers are 15 reminding, 14 expressing thanks, 7 accepting thanks, 16 ordering, 6 accepting orders, 10 accepting clarification, 12 suggesting, 1 advising, 3 accepting reminder, 13 offering, 9 giving clarification, 2 accepting orders and 1 accepting greetings. The mostly performed negative FTA is ordering strategy. Ordering strategy is speaker's command toward the interlocutor.

According to Brown and Levinson, there are four strategies for performing FTAs or types of politeness strategies consisting of bald-on record, positive politeness, negative politeness, and also off-record strategies. The mostly performed politeness strategy is positive politeness. It is caused by the use of positive politeness strategy can minimize certain act that can make a potential face damage. By approaching the interlocutor of GO-JEK riders, it can give some advantages for them in term of make the customer feels comfortable with the way they work. That is why positive politeness can be the mostly performed of politeness strategy.

Positive politeness strategy is performed 66 times in utterances of GO-JEK riders and their customers. Frequently, they used give gifts to H strategy in their communication. It could gifts goods, sympathy, understanding, or even cooperation that usually always give a benefit to the interlocutor. This strategy is used when the speaker's want to satisfy the interlocutor is big. In this study, it can be clearly seen that between GO-JEK riders and their customers are cooperating to make a comfort situation but still give a respect for each other.

Bald-on record strategy is performed 37 times in the observation of this study. Mostly, this strategy only uses on expressing or accepting thanks and answer the clear question from the speaker. The prime reason for applying this strategy is maximum efficiency and effectiveness in communication (Chojimah, 2015 p. 64).

The writer also found 57 times of negative politeness strategies are applied in this study. There are 36 question hedges, 5 give deference, 11 general rule/obligation by using 'request', 4 apologize and 1 on-record strategy. They were commonly used question, hedge because this is the appropriate strategy for riders and the customer to ask something unclear to the interlocutor or the customer in a soft way which considers asking or commanding meaning to keep the harmonious situation. The use of negative politeness strategy is to emphasize avoidance of imposition on the interlocutor. By undertaking to avoid imposition from the speaker, the risk of face-threat to the interlocutor is reduced.

The last type of politeness strategies is off-record strategy. In this study, it is found that there are only 5 off-record strategies. In rhetorical question, be ambiguous, be vague, give association clues, and presuppose strategy. This strategy is rarely used in this study, because the speaker does not need to delivers the message in indirect way and also in this strategy the intended message is not easily recognized. This strategy is not in one line with the purposes of GO-JEK riders are using certain types of politeness strategies while having a communication with their customers.

Every action always has a purpose behind it. It is same with the way of people for using politeness strategies to communicate with others. They have some purposes why they do that. The writer here found that there are four purposes why GO-JEK riders are using certain politeness strategies while communicating with their customers.

First, GO-JEK management has standard operating procedures that should be obeyed by their workers. Every company has their own rules or commonly called as SOP. SOP has important role for every workers. Once they violate the rules, they will get the punishment from their company. Especially in GO-JEK startup company, when one of their worker violates the standard operating procedures in term of communicate with the customers, he will get punishment such as he cannot go to work because GO-JEK management is suspended their account or also GO-JEK management can fired him if he violates the GO-JEK standard operating procedures too much.

Second, GO-JEK riders want to get a good rating from the customers. Rating from the customers for the GO-JEK riders is very determining the continuation of the work contract from GO-JEK management. To get a high rating from customers, GO-JEK riders are required to be polite, respect, and give a comfortable feeling to their customers. Therefore GO-JEK riders still can maintain their images because they get good rating from their customers.

Third, the riders can save their good images toward their customers, so the customers will feel comfortable with the riders and the customers will always be the customers from GO-JEK, because they believe that GO-JEK riders are all

good to their customers. It will benefit not only for the riders, but also for the GO-JEK startup company itself.

The last purpose why GO-JEK riders are using politeness strategies is they work to fulfill their life needs and their family needs. That is why they obey the rules from GO-JEK startup company to preserve their job as GO-JEK riders as long as possible. The riders will do anything for it. One of them is threating the customers very well and it can be proved after the writer researches this study and asks to several GO-JEK riders.

In correlation with the previous studies, Ryabova's journal article (2015) entitled *Politeness Strategies in Everyday Communication* aims to analyze the use of some models of English Speech Etiquette, specifically the use of politeness forms typical of English. The result of this study is the foundation of politeness strategies proposed by Brown and Levinson (1987).

The writer of this study used the communications when the customer meets the riders and the communications when the customer arrived at the destination as the data, so it will be better if the next researchers will research nonstandard objects of communications. For example, the communication between seller and buyer in traditional market or the communication between lecture and student when conduct thesis guidance.

This present study is also compared with the second previous study, Silvia's journal article (2013) entitled *Politeness Strategies in Closing Conversation (Casual Talks of TV Serials)* aims to find what strategies are applied in closing conversations from 4 casual talks of TV serials. The result shows that in

real-life conversation taken from TV serials provides rich sources for some politeness strategies in the conversation closings. As there are so many kinds of closing conversation strategies that could be implemented, it is a must that speaker could be more knowledgeable and wisely use these strategies to better adapt with various conversation contexts.

Both of these studies are researching the natural contexts with different object. The second previous study is having the similar object and theory with this present study which is closing conversations in casual talks. While, the present study here used the communications in casual talks between GO-JEK riders and their customers. Even it is used different object but still in the field of casual conversation so, it is still acceptable.
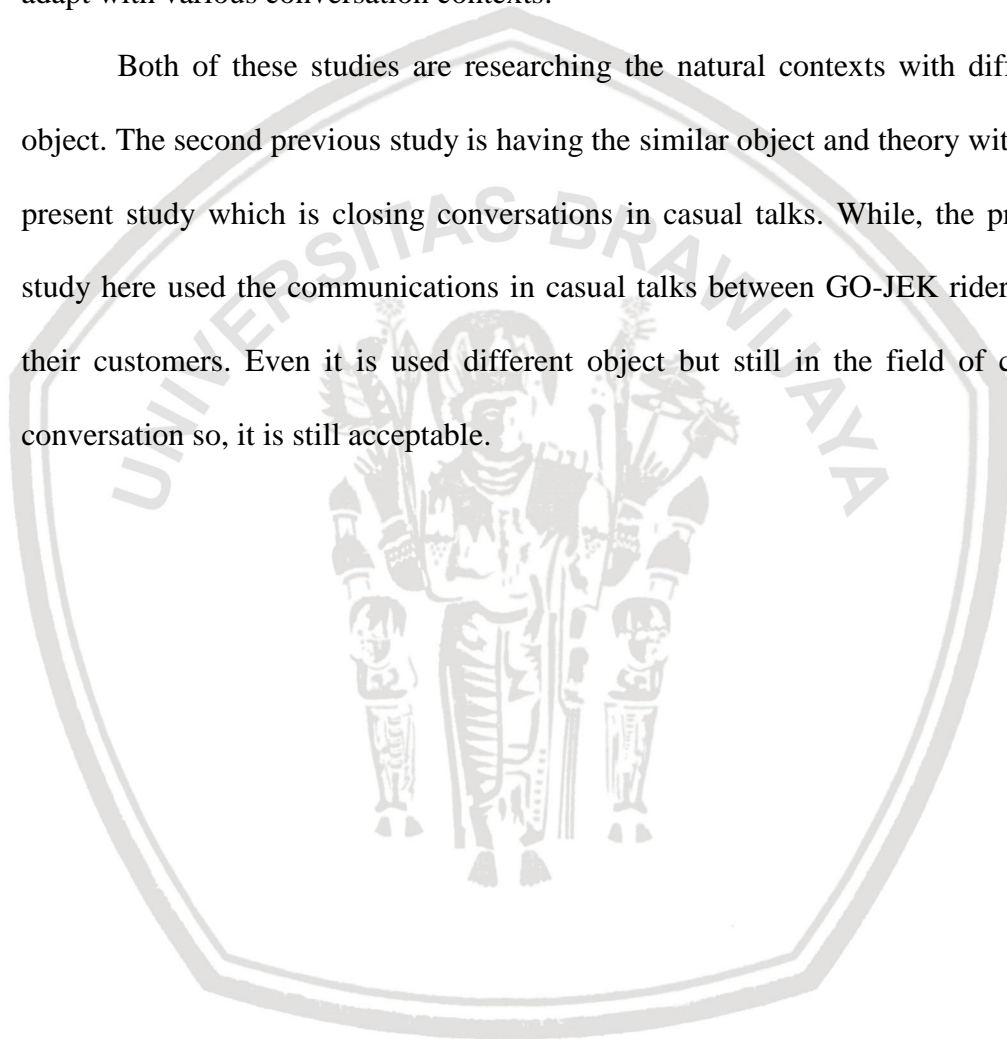
CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer serves the conclusion and the suggestion of this study. The conclusion is taken from the findings and analysis, and discussion from the previous chapter. The suggestion here will be useful for the next researcher who wants to conduct the study in the similar field with this study.

5.1   Conclusion

This study is conducted in order to find out the type of FTAs, type of politeness strategies and also the purposes of GO-JEK riders for using certain politeness strategies in communicating with their customers in Malang. The writer found 165 utterances which contain of FTAs and politeness strategies. The politeness utterances in this study can be seen from the opening and closing of communication.

The Face Threatening Acts (FTAs) implemented in a natural conversation between GO-JEK riders and their customers threatened the positive and negative face of the speaker, and also threatened the positive and negative face of the interlocutor. The acts which threatened positive face of the speakers are pseudo apologize, greetings, misunderstanding/requesting clarification, apologizing, and unintended emotional action (laugh). The acts which threatened negative face of the speaker are expressing thanks, accepting thanks, accepting orders, accepting clarification, accepting reminder, offering, accepting offers, and also accepting

60

greetings. While the acts which threatened positive face of the interlocutor are accusing, asking for clarification, and disagreeing. The acts which threatened negative face of the interlocutor are reminding, ordering, giving clarification, suggesting, and advising. The mostly performed FTAs is asking for clarification which threatened the positive face of the interlocutor.

It is also found the types of politeness strategies used by GO-JEK riders to their customers in Malang. There are bald-on record, positive politeness, negative politeness, and off-record strategies. Bald-on record is used 37 times. Positive politeness is used 66 times which consist of 1 give reason, 1 assert/presuppose S's knowledge, 1 be optimistic, 24 seek agreement, 4 offer/promises, 30 give gifts to H, 4 avoid disagreement, and 1 use-in identity markers. GO-JEK riders and their customers use 57 times in their conversation. There are 36 question, hedge, 5 give deference, 11 general rule/obligation by using 'request', 4 apologize and 1 on-record. Off-record strategies is used 5 times in this study, in rhetorical question, be ambiguous, be vague, presuppose, and give association clues.

After analyzing the type of FTAs and type of politeness strategies, the writer found 4 purposes why GO-JEK riders are using certain politeness strategies to communication with their customers. First, GO-JEK riders have to obey the SOP (Standard Operating Procedures) of GO-JEK management in term of communicating with their customers. Second, GO-JEK riders want to get a good rating from the customers. Third, GO-JEK riders can save their good images toward their customers that will give benefits for the GO-JEK riders and the GO-

JEK management itself. Last, it is because GO-JEK riders work as a rider to fulfill their life needs and their family needs.

5.2   Suggestion

The writer suggests to the next researchers to do study on nonstandard objects of communications. It is caused by nonstandard objects can give unexpected utterances that can be interest to be researched. Such as the communication between seller and buyer in traditional market or the communication between lecture and student when conduct thesis guidance. This could be resourceful to the linguistic students to reflect upon and take advantage of such systematic analysis for their course of action in the future.
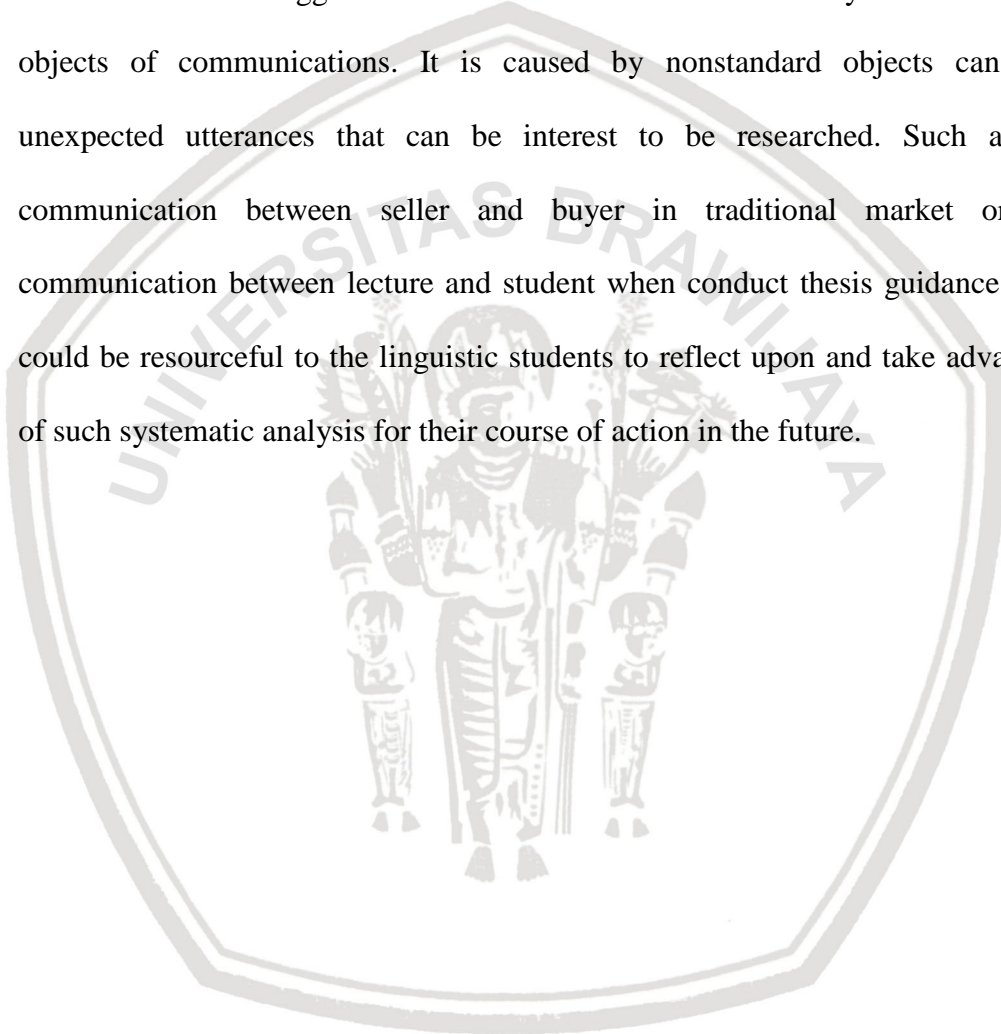
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