

CHAPTER IV FINDING AND DISCUSSION

This chapter presents data description of the research based on the findings which refer to the research problems, analysis and discussion related to the data description and analysis.

4.1 Data Description

The data was taken in the form of video from [website www.youtube.com](http://www.youtube.com). Then, the dialogue was transcribed in the form of written text. In this sub-chapter the researcher presented the data from the transcription of 2009 Political advertisement which was containing FTAs and Politeness Strategies. The data was presented in a systematic table covering kind of advertisement, the Speaker, utterance which is analyzed, kind of FTA, kind of Politeness strategies. It was aimed at making the data easier to be analyzed ~~and more understandable~~.

This study reveals that all president candidates of Indonesia in 2009 political advertisement threat more negative face than positive face. Then they used positive politeness strategy more often than negative politeness strategy. The following table represents the finding of the study:

Table 4.2 The president candidate advertisements by Jusuf Kalla (JK) and Wiranto

Advertisement	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Levinson, 1987)	Politeness Strategy (Brown & Levinson, 1987 & Leech, 1993)
JK-WIRANTO	1	JK	<p>a. Saya memang berbeda, saya memiliki aksen yang berbeda dengan kebanyakan orang Indonesia.</p> <p>b. Perawakan saya tidak seperti pemimpin yang diidolakan, tetapi yang pasti saya mensyukuri kesempatan yang Allah berikan untuk mengabdikan lebih banyak kepada rakyat Indonesia melalui ide-ide segar, baik itu program-program ekonomi, infrastruktur, BLT, konversi gas, swasembada pangan, pembangunan listrik 10000 watt dan lain-lain.</p>	<p>a. <i>(negative)</i> acceptance of compliment</p> <p>b. <i>(positive)</i> self humiliation</p> <p><i>(negative)</i> acceptance of compliment</p>	<p>a. <i>positive</i>: optimistic</p> <p>b. <i>(negative)</i> be pesimistic (modesty maxim) <i>(positive)</i> be optimistic</p>

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Advertisement	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Levinson, 1987)	Politeness Strategy (Brown & Levinson, 1987) & (Leech, 1993)
			<p>c. Alhamdulillah rakyat telah menikmatinya, banyak yang bilang saya cepat dan tegas serta lugas dalam mengambil keputusan, tapi saya bilang itu hanyalah cara guna mengangkat rakyat dari ketertinggalan, cara untuk menjaga harkat dan martabat bangsa.</p>	c.(negative) acceptance of compliment	c.(positive)be optimistic
			<p>d. Saya yakin kita lebih dari sekarang, seandainya saya diberi kesempatan untuk memimpin negeri ini.</p>	d.(negative) promise	d.(positive) be optimistic, include both S&H in the activity
			<p>a. Pemuda adalah tulang punggung bangsa, mereka mempunyai keinginan yang kuat untuk bekerja, berusaha memperbaiki nasibnya, hanya saja masih banyak diantara mereka yang belum mempunyai modal dan kesempatan.</p>	a.(positive)expression of disapproval, criticism, contempt or ridicule, complain and reprimands, accusation	a.(negative) be conventionally indirect
			<p>b. Oleh karena itu, jika saya terpilih jadi presiden saya akan mengulirkan program MAMPU, Modal Usaha Mandiri Untuk Pemuda.</p>	b.(negative) promise	b.(positive)be optimistic, offer promise
			<p>c. MAMPU adalah bantuan modal usaha senilai 3 sampai 20 juta rupiah untuk lulusan SMA, SMK, pesantren dan bahkan yang putus sekolah atau korban PHK, agar pemuda mampu menjadi usahawan mandiri, mampu mengangkat nasibnya dan keluarganya, mampu mengangkat harkat dan martabat bangsanya. Saya yakin pemuda pasti mampu.</p>	c.(negative) offer	c.(positive)be optimistic

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Advertisement	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Lavinson, 1987)	Politeness Strategy (Brown & Lavinson, 1987) & (Leech, 1993)
	3	JK	a. Bicara soal martabat bangsa, saat bertemu dengan Joe Biden, wapresnya obama, dia berkata pada saya, biasanya kalo ada pemimpin dari negara lain berkunjung ke Amerika, pasti selalu minta bantuan, saya jawab, wah Anda keliru karena Anda sedang dilanda krisis.	a.(negative) acceptance of compliment	a.(positive)be optimistic
		Speaker	b. Jusuf kala menyadari kita Indonesia sebagai bangsa besar pantang meminta-minta.	b.(negative)acceptance of a compliment	b.(positive)include both S&H in the activity
		Speaker	c. Jadi siapa bilang indonesia tidak punya martabat. Ayo menjadi bangsa yang mandiri.	c.(positive) contradiction or disagreements, chalange	c.(positive) include both S&H in the activity

Table 4.4 The president candidate advertisement by Megawati (Mega) & Prabowo Subianto (Prabowo)

Advertisement	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Lavinson, 1987)	Politeness Strategy (Brown & Lavinson, 1987) & (Leech, 1993)
MEGA-PRABOWO	1	Speaker	a.Tingginya harga, sangat menyengsarakan kita semua. Setiap pagi para pekerja tak mampu membeli bahan bakar minyak dan transportasi. Uang mereka terus menipis. Setiap malam kekurangan pangan. Sementara pemerintah berkata bahwa ekonomi kita kuat,	a.(positive) expression of disapproval, criticism	a.(positive) include both S&H in the activity

			bahan bakar dan pangan jauh lebih murah, kenyataannya setelah 5 tahun hanya janji kosong belaka, sembako 50% lebih tinggi dari tahun 2004 dan ini berarti uang anda hanya bisa membeli sedikit saja. Kita tidak bisa hanya makan janji.	
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Advertisemen	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Lavinson, 1987)	Politeness Strategy (Brown & Lavinson, 1987) & (Leech, 1993)
MEGA-PRABOWO	1	Speaker	<p>b. Saatnya perubahan. Mega – Prabowo, Ibu negara yang dimasa kepemimpinannya mampu membuat harga sembako dan minyak tanah murah dibanding saat ini , dan Prabowo, mantan jenderal yang juga ketua HKTI.</p> <p>c. Pasangan pemimpin dengan delapan program unggulan yang siap dijalankan untuk membantu rakyat, mampu membeli kebutuhan mereka dari petani dan pekerja indonesia dengan harga terjangkau. Mega Prabowo, pro keluarga, pro rakyat</p>	<p>b.negative:acceptance of a compliment negative-remindings</p> <p>c.negative:offer, promise</p>	<p>b.positive:seek agreement (the agreement maxim)</p> <p>c.positive: be optimistic</p>
	2	Speaker	<p>a. Sejak para pendiri bangsa menyatukan indonesia menjadi sebuah negara besar dengan ribuan pulau dan jutaan rakyat yang bersatu. Kita adalah bangsa yang kuat dan dari mata sang garuda, daratan, lautan, gunung-gunung serta tanah yang subur dikelola tangan kokoh petani dan para nelayan. Tanah yang beragam agama dan kaya budaya dimana ekonomi pernah tangguh laksana banteng, tapi kini kemiskinan dan pengangguran dimana-mana.</p> <p>b. Dengan kebersamaan kita dapat sekali lagi, terbang tinggi laksana garuda. Bulan Juni ini seluruh keluarga indonesia datang sekali lagi, Tua –muda, miskin-kaya, pelajar-guru-petani-nelayan-buruh-pedagang,</p>	<p>a.(positive) expression of disapproval,criticism</p> <p>b.(negative) reminding</p>	<p>a.(positive) exaggerate, include both S &H in the activity</p> <p>b.(positive) exaggerate, include S&H in the activity</p>

		para pegawai. Satu rakyat, satu bangsa, kuat seperti banteng dan melihat tajam laksana garuda. Memimpin kita menuju Indonesia Raya. Mega-Prabowo, Pro keluarga, Pro rakyat
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Advertisemen	No.	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Lavinson, 1987)	Politeness Strategy (Brown & Lavinson, 1987) & (Leech, 1993)
	3	Speaker	<p>a. Mereka adalah pasangan terbaik untuk memimpin Indonesia di masa mendatang. Megawati Sukarno Putri, ibu dari bangsa kita, pemimpin yang sangat dicintai dan sangat memperhatikan rakyat miskin, rakyat yang kelaparan serta para pekerja dan buruh. Prabowo, mantan seorang jenderal yang kuat, pemimpin para petani yang berani berbicara demi membela para petani, nelayan, serikat serta para rakyat kecil.</p> <p>b. Mega, presiden yang dimasa kepemimpinannya, bangsa kita terbebas dari krisis, dimana harga bahan bakar sangat rendah pada masa tersebut, mendampingi beliau adalah jenderal Prabowo Subianto, pahlawan militer yang membawa muslim pertama ke puncak mount everest. Bersama mereka, ibu dan jenderal, Mega Prabowo dengan delapan rencana besar untuk menolong petani dan menciptakan jutaan lapangan kerjabaru. Mega – Prabowo, ibu dan jenderal. pro rakyat, pro Indonesia</p>	<p>a. (negative) reminding</p> <p>b. (negative) reminding</p>	<p>a. (positive) exaggerate, include both S&H in the activity</p> <p>b. (positive) include both S&H in the activity</p>

Table 4.4 The president candidate advertisements by Susilo Bambang Yudhoyono (SBY) & Budiono

Advertisemen	No	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Lavinson, 1987)	Politeness Strategy (Brown & Lavinson, 1987) & (Leech, 1993)
SBY-BUDIONO	1	Speaker	<p>a. Dengan hati yang tulus, dengan tangan terbuka SBY dan Budiono Mohon doa restu kepada rakyat Indonesia untuk melanjutkan kerja, menjawab harapan, menciptakan pemerintahan yang semakin bersih demi terwujudnya masa depan yang lebih cerah bagi kita semua</p> <p>b. SBY presidenku Pemerintahan bersih untuk rakyat Lanjutkan !</p>	<p>a.(negative) promise</p> <p>b.(negative) order or request</p>	<p>a.(negative) be conventionally indirect</p> <p>b.(positive) politeness-be optimistic</p>
	2	Speaker	<p>a. Dari rakyat untuk rakyat, SBY-Budiono, mereka datang dari keluarga sederhana, keluarga rakyat, seperti kebanyakan kita. Di masa muda mereka belajar, bermain, bercita-cita, kemudia mereka meniti karir SBY jadi prajurit Budiono jadi guru Mereka mengabdikan, tidak memperkaya diri Mereka menjalankan amanat, bekerja penuh dedikasi dan kesungguhan Karena mereka dekat dengan rakyat, asal-usul mereka</p> <p>b. SBY presidenku Pemerintahan bersih untuk rakyat Lanjutkan !</p>	<p>a.(negative) acceptance of compliment</p> <p>b (negative) order or request</p>	<p>a.(positive) include S&H in the activity, be optimistic</p> <p>b.(positive) politeness-be optimistic</p>

Table continuation...

Advertisemen	No	Speaker	Utterances	Face Threatening Acts (FTA) (Brown & Levinson, 1987)	Politeness Strategy (Brown & Levinson, 1987) & (Leech, 1993)
	3	Speakers	<p>a. empat tahun pemerintahan SBY mengabdikan pada negeri, partai demokrat bersyukur atas prestasinya untuk bangsa, perekonomian bangsa terus tumbuh di atas 6% per tahun, pengangguran berkurang, kemiskinan menurun, utang tak lagi menggerogoti, Indonesia kini semakin maju, cek saja lewat <i>technology engine</i> kita kembali ber-swasembada beras, memajukan program-program pro rakyat ibarat ikan, kail bahkan perahunpun disiapkan.</p> <p>b. Partai demokrat terus mendukung presiden SBY Lanjutkan pemerintahan bersih yang berjuang untuk rakyat. Mari kita dukung terus! Lanjutkan!</p>	<p>a. <i>(negative)</i> acceptance of compliment</p> <p>b. <i>(negative)</i> order or request</p>	<p>a. <i>(positive)</i> include both S&H in the activity</p> <p>b. <i>(positive)</i> include both S&H in the activity.</p>

4.2 Analysis

In this sub chapter the writer explains the finding related to the research's problem in the following analysis.

1. JK- WIRANTO (Table 4.2 No. 1a) - JK-1-A

Saya memang berbeda, saya memiliki aksen yang berbeda dengan kebanyakan orang Indonesia.

- FTA : Negative- acceptance of compliment
Analysis :

In this statement JK threaten Hearer *negative* face by acceptance of compliment. Here JK uses reverse psychology to the acceptance of compliment by saying his weakness(his Makasar's accent is different from other candidates who se comes from JJava). This is done in order to pointed out his ability which is different from other candidates, and he did not directly say that he is a competent tee leader. It may also shows that although he is-did not come from Java did not directly mean that he is less superior in terms of leadership. In other words, by saying the statement, he also placed himself as a superior who could do everything better than others.

- Politeness Strategy : *Positive*-Convey that S and H are cooperators, Strategy 11- Be Optimistic (Strategy 11)

Analysis : hHere JK used politeness strategy- of -being optimistic. JK felt s optimistic that Hearers have-would have the same thought with him.

2. JK- WIRANTO (Table 4.2 No.1b) - JK-1-B

Perawakan saya tidak seperti pemimpin yang diidolakan, tetapi yang pasti saya mensyukuri kesempatan yang Allah berikan untuk mengabdikan lebih banyak kepada rakyat Indonesia melalui ide-ide segar, baik itu program-program ekonomi, infrastruktur, BLT, konversi gas, swasembada pangan, pembangunan listrik 10000 watt dan lain-lain.

- FTA : *positive-self humiliation*
Analysis :

In this statement JK doing did self showings his weakness in term of his body shape which did not represent an ideal leader. Yet, he then show his ability in leading successfully of his programs when he is in charge as the vice president s in order to shows his superior, in those statement, he mention achievements when he was a vice president (2004-2009) such as economic and welfare program. Within this case, and he is confident enough that he can do more if he is elected in this campaign the next presidential election.

- Politeness Strategy : *Positive-Convey* that S and H are cooperators, Strategy 11: Be Optimistic (Strategy 11)

Analysis

In this statement, JK showed *positive* politeness strategy since he was optimistic that Hearer would have the same thought as him. He was very optimistic that Hearer agreed that the his proposed program would make the country better than everbefore.

His optimistic shows view can be seen when he stated that he is the conceptor of “program-program ekonomi, infrastruktur, BLT, konversi gas, swasembada pangan, pembangunan listrik 10000 watt dan lain-lain. “which is determind to get government efficancy. JK here felt optimistic that he can do better than other candidates and he can makes other great programs in order to bring Indonesia to the better situation. Here he used “pasti” (definite) to show his convineed certainty of his programs.

- Modesty maxim

Analysis : in this statement JK doing-employed modesty maxim, here JK by minimizeing the expression of self-appraisalpraise of self, and maximizeing the expression of self-dispraisale of self.

3. JK- WIRANTO (Table 4.2 No. 1c) - JK-1 C

Alhamdulillah rakyat telah menikmatinya, banyak yang bilang saya cepat dan tegas serta lugas dalam mengambil keputusan, tapi saya bilang itu hanyalah cara guna mengangkat rakyat dari ketertinggalan, cara untuk menjaga harkat dan martabat bangsa.

- FTA : *negative-acceptance* of compliment

Analysis : in this statement JK threatened Hearer with negative face by acceptance of compliment, in this statement JKk stated that he got support from alot of people whose says opinion was that he is fast and firm, distinct and to the point when he makesin-decision-making and he approved those people's compliment.

- Politeness Strategy : *Positive-Convey* that S and H are cooperators, Strategy 11: Be Optimistic (Strategy 11)

Analysis : In this statement, JK showed *positive* politeness strategy since he was optimistic that he could bring

~~Indonesia~~ which is still left behind, and he would take care of nation prestige and dignity.

4. JK-WIRANTO ~~JK-1 D~~ (Table 4.2 No. 1d)

Saya yakin kita lebih dari sekarang, seandainya saya diberi kesempatan untuk memimpin negeri ini.

- FTA : negatif-promise

Analysis : In the utterances, JK threatened other candidates' *negative* face by making promise. Although he did not directly promise to the audience by saying "Saya yakin kita lebih dari sekarang, seandainya saya diberi kesempatan untuk memimpin negeri ini" but the statement meant that he promised to all the citizens, and the other candidates are included. By saying ~~the-such~~ statement, he also placed himself as a superior who could do everything better than others.

- Politeness Strategy : *Positive-Convey* that S and H are cooperator; ~~Strategy 10~~—offer promise (~~Strategy 10~~), ~~Strategy 12~~—include S&H in the activity (~~Strategy 12~~)

Analysis :

The utterance ~~above~~ showed *positive* politeness strategy - ~~which was~~ offering promise since JK was sure that he ~~can-could~~ bring indonesia into a better condition if he is elected ~~in the next presidential election~~ by saying "Saya yakin kita lebih dari sekarang, seandainya saya diberi kesempatan untuk memimpin negeri ini". Here JK also showed *positive* politeness strategy ~~by-~~ including both S and H in the activity ~~by-using-an-through-the use of inclusive-~~"kita" ~~form-when JK really means- 'he' or to represent-~~ all the citizen.

5. JK-WIRANTO (Table 4.2 No.2a) -2- JK-A

"Pemuda adalah tulang punggung bangsa, mereka mempunyai keinginan yang kuat untuk bekerja, berusaha memperbaiki nasibnya, hanya saja

masih banyak diantara mereka yang belum mempunyai modal dan kesempatan.

- FTA : *positive*- expression of disapproval, criticism, contempt or ridicule, complain and reprimands, accusation
Analysis : in this utterance JK threatened government's and his opponent's *positive* face by expressing his criticism, he gave criticism to the government who do not give financial support and opportunities to the young generation

- Politeness Strategy : *Negative*- Be direct ; ~~strategy 1~~ be conventionally indirect (~~strategy 1~~)

Analysis : although JK here ~~tried~~ to threat H's *positive* face by expressing his disapproval, criticism, contempt or ridicule, complain and reprimands, and accusation, JK uses *negative* politeness strategy- be conventionally indirect by saying "...berusaha memperbaiki nasibnya, hanya saja masih banyak diantara mereka yang belum mempunyai modal dan kesempatan.". ~~here~~ In this case, JK ~~did~~ not directly say that it is government's mistake.

6. JK-WIRANTO JK-2-B (Table 4.2 No.2.b)

"Oleh karena itu, jika saya terpilih jadi presiden saya akan menggulirkan program MAMPU, Modal Usaha Mandiri Untuk Pemuda."

- FTA : negatif-promise
Analysis : In this statement JK threat Hearer *negative* face by promising "MAMPU" program, JK commits himself to create euntrepreneurship raising-program "MAMPU" that he think the program " MAMPU" will-would be very useful for Hearer, especially young generation in Indonesia.
- Politeness strategy :Convey that S and H are cooperators: ~~strategy 10~~ offer promise (~~strategy 10~~); ~~strategy 11~~ be optimistic (~~strategy 11~~)

Analysis : ~~here in this case,~~ JK used politeness strategy by offering a promise to get Hearer attention and to stress his cooperation with Hearer. JK also used politeness strategy to be optimistic, he is so presumptuous as to assume that H will would cooperate with him ~~may carry a tacit commitment so that they could vote for him latter.~~

~~7. for JK. to cooperate with JK as well or to claim that they share mutual interest.~~

8.7. JK-WIRANTO (Table No 4.2 No 2c)-JK-2-C

“MAMPU adalah bantuan modal usaha senilai 3 sampai 20 juta rupiah untuk lulusan SMA, SMK, pesantren dan bahkan yang putus sekolah atau korban PHK, agar pemuda mampu menjadi usahawan mandiri, mampu mengangkat nasibnya dan keluarganya, mampu mengangkat harkat dan martabat”

• FTA : *negative-offer*

Analysis : In this statement JK threat~~ened~~ Hearer’s *negative* face by offers “MAMPU” program, JK ~~indicate that he wants Hearer to commit himself to wheter or not he wants JK do some act for Hearer, with H thereby incurring a possible debt. Tried to convince the~~ Hearer~~s~~ that he could give them a soft loan of amount of money for them if elected to be the next president.

• Politeness strategy : Convey that S and H are cooperators: ~~strategy H~~ be optimistic (strategy 11)

Analysis : JK used politeness strategy of being optimistic, as he is so presumptuous as to assume that H will would cooperate with him ~~may and committed to vote for him.~~

~~9. carry a tacit commitment for JK. to cooperate with JK as well or to claim that they share mutual interest.~~

10.8. JK-WIRANTO (Table 4.2 No.3a)-JK-3-A

“Bicara soal martabat bangsa, saat bertemu dengan Joe Biden, wapresnya obama, dia berkata pada saya, biasanya kalo ada pemimpin dari negara

lain berkunjung ke Amerika, pasti selalu minta bantuan, saya jawab, wah Anda keliru karena Anda sedang dilanda krisis.”

- FTA : *negative-acceptance of compliment*
Analysis : in this statement JK ~~damage-threaten~~ Hearer's negative face by acceptance of compliment by saying his courageous when he met Joe Biden.
- Politeness Strategy : *Positive-* Convey that S and H are cooperators: ~~strategy 11~~ be optimistic (strategy 11)
Analysis :
JK used politeness strategy of being optimistic; as he is so presumptuous as to assume that H will have the same idea with him. By expressing his disapproval to Joe Biden statement that Indonesia always look for support especially in financial matter, he tried to convince the Hearer that Indonesia has been in good economic development although the Hearer might to some extent disagree with JK, in term that assume Hearer want it to (even though Hearer may well not care). JK put pressure on Hearer to cooperate with his want. Yet, he further persuaded the Hearer to be optimistic about Indonesian future.

11.9. JK-WIRANTO-Speaker ~~3-B~~ (table. 4.2 No. 3b)

“Jusuf kala menyadarkan kita Indonesia sebagai bangsa besar pantang meminta-minta.”

- FTA : *negative-acceptance of a compliment*
Analysis : in this statement Speaker threatened Hearer's negative face by acceptance of compliment that his candidate is the best one. Here, the Speaker wanted to highlight the previous statement (Joy Bidenoccure)saying that Indonesia has very high dignity and showed that JK also has a special attention to it.
- Politeness Strategy : *Positive-* Convey that S and H are cooperator; include S&H in the activity (strategy 12)

Analysis : this statement showed *positive* politeness strategy –include both S and H in the activity by using an inclusive “kita” form when the Speaker really meant ‘he’ or ‘all the citizen’. it used to reduce the distance between the Speaker and Hearer, and in order to maintain a closer relationship between them

12.10. JK-WIRANTO(table 4.2 No 3c)

“Jadi siapa bilang indonesia tidak punya martabat. Ayo menjadi bangsa yang mandiri.”

- FTA : *positive-contradiction* or disagreements, challenges

Analysis : this statement showed that the Speaker has a negative evaluation of some aspect of H’s positive face. he thought there was an indication that H has misconception about indonesian’s prestige

- Politeness Strategy : *Positive-* Convey that S and H are cooperators; -include S&H in the activity (strategy 12)

Analysis : this statement showed positive politeness strategy –include both S and H in the activity by using an inclusive “kita” form when Speaker really means ‘he’ or ‘all the citizen’

13.11. Mega-Prabowo(table 4.3 NO 1a)

” Tingginya harga, sangat menyengsarakan kita semua. Setiap pagi para pekerja tak mampu membeli bahan bakar minyak dan transportasi. Uang mereka terus menipis. Setiap malam kekurangan pangan. Sementara pemerintah berkata bahwa ekonomi kita kuat, bahan bakar dan pangan jauh lebih murah, kenyataannya setelah 5 tahun hanya janji kosong belaka, sembako 50% lebih tinggi dari tahun 2004 dan ini berarti uang anda hanya bisa membeli sedikit saja. Kita tidak bisa hanya makan janji.“

- FTA : *positive-* expression of disapproval, criticism, contempt or ridicule, complain and reprimands, accusation

Analysis :

In this statement, the Speaker showed that he has *negative* evaluation of some aspect of Hearer's (the government and the governance of the previous President) positive face. He threaten Hearer's positive face by expressing his disapproval and criticism. The social and economic issues are exploited here since people are trully sensitive with these matters.

- Politeness Strategy : *Positive*- Convey that S and H are cooperators; -include S&H in the activity (strategy 12)

Analysis : Saving Hearer's positive face, he used politeness strategy-include the Hearer and Speaker in the activity by using an inclusive form "kita", when he really meant 'the Speaker' and 'voter' because the inclusion deals with a way of seeking agreement of the Hearer inconsciously.

14-12. Mega-Prabowo-(table 4.3 No. 1a)

“Saatnya perubahan. Mega –Prabowo, Ibu negara yang dimasa kepemimpinannya mampu membuat harga sembako dan minyak tanah murah dibanding saat ini , dan Prabowo, mantan jenderal yang juga ketua HKTI. “

- FTA : *Negative*-acceptance of a compliment
Negative-reminders

Analysis : In this statement, the Speaker threaten Hearer's negative face by acceptance of a compliment, and threaten Hearer's negative face by reminding the goodness made by his candidate. It is said that the candidate who is the former president was able to make the primer needs's price(such as rice, oil, etc) is cheaper than nowadays

- Politeness Strategy : Claim common ground; seek agreement.(strategy 5)

Analysis : Saving his own *positive* face, the Speaker used politeness strategy- He looked for some topic which is possible to

agree and sticking on them. Here, he gave an example that his candidate was able to make primer needs' price is cheaper when compared to the current President.

- The agreement maxim

Analysis : Here the Speaker avoided disagreement by minimizing the expression of it between himself and other. He searched the topic which is possible to be agreed.

15-13. Mega-Prabowo(table 4.3 No 1c)

“Pasangan pemimpin dengan delapan program unggulan yang siap dijalankan untuk membantu rakyat, mampu membeli kebutuhan mereka dari petani dan pekerja indonesia dengan harga terjangkau .

Mega Prabowo, pro keluarga, pro rakyat “

- FTA : *Negative*-offer and promise

Analysis : Here, the Speaker threaten Hearer's *negative* face by offering and promising things. His candidate promised to help them to buy their needs in a reachable price by saying "...membantu rakyat, mampu membeli kebutuhan mereka dari petani dan pekerja indonesia dengan harga terjangkau”.

- Politeness Strategy : *Positive* Convey that S and H are cooperators: - be optimistic (strategy 11)

Analysis :

In this statement, the Speaker wanted to save his own *positive* face by using politeness strategy –be optimistic. He conceited as to assume that Hearer want's Speaker's wants for Speaker and will help him to obtain them. The important term here is the use of the word "pro rakyat-pro keluarga which means having the same side with the people or it can be said that both Speaker and Hearer belongs to the same family. As the result of the relation between them(Speaker and Hearer), the Speaker tried to convince the people by helping them to overcome their problem.

Saying that they have already prepared eight excellent programs for the solution over it.

16.14. Mega-Prabowo--Speaker-2-A(table 4.3 No 2a)

“Sejak para pendiri bangsa menyatukan indonesia menjadi sebuah negara besar dengan ribuan pulau dan jutaan rakyat yang bersatu. Kita adalah bangsa yang kuat dan dari mata sang garuda, daratan, lautan, gunung-gunung serta tanah yang subur dikelola tangan kokoh petani dan para nelayan. Tanah yang beragam agama dan kaya budaya dimana ekonomi pernah tangguh laksana banteng, tapi kini kemiskinan dan pengangguran dimana-mana. “

- FTA : *positive*- expression of disapproval, criticism, contempt or ridicule, complain and reprimands, accusation
Analysis : in this statement the Speaker threat Hearer's *positive* face by expressing his disapproval, criticism, contempt or ridicule, complain and reprimands, accusation. The Speaker stated his point of view about the recent condition of the nation by saying implicitly that the government and its previous president have failed in managing the country so that cause suffer for its people.

- Politeness Strategy : *Positive*- Claim 'common ground'; strategy 2-exaggerate
Analysis : to save Hearer's *negative* face, the Speaker here use politeness strategy exaggerate by saying "...dari mata sang garuda..., ...tangan kokoh para petani dan nelayan..., tangguh laksana banteng...".

17.15. Mega-Prabowo(table 4.3 No. 2b)

“Dengan kebersamaan kita dapat sekali lagi, terbang tinggi laksana garuda. Bulan Juni ini seluruh keluarga indonesia datang sekali lagi, Tua –muda, miskin-kaya, pelajar-guru-petani-nelayan-buruh-pedagang, para pegawai.

Satu rakyat, satu bangsa, kuat seperti banteng dan melihat tajam laksana garuda. Memimpin kita menuju Indonesia Raya.

Mega-Prabowo

Pro keluarga

Pro rakyat”

- FTA : *Negative*- reminding
Analysis :

In this statement, the Speaker threaten Hearer’s *negative* face by reminding that his candidate had lead this country (“Dengan kebersamaan kita dapat sekali lagi, terbang tinggi laksana garuda). According to him, his candidate has been succesfully bringing this country into better condition.

- Politeness Strategy : *Positive*
 - Claim Common Ground; - exagerate (strategy 2)
 - Convey that S and H are cooperater; strategy 11-be optimistic, strategy 12-include S&H in the activity

Analysis :

In this statement, the Speaker wanted to save not only his *positive* face but also Hearer *positive* face since he used three strategies at once. Saving his own *positive* face, he used strategy exaggerate in describing his candidate and also being optimistic that Hearer has the same opinion with him. Meanwhile in order to save Hearer’s *positive* face, he used an inclusive form of “kita” to show that both Hearer and Speaker are cooperater.

18-16. Mega-Prabowo(table 4.3 No. 3a.)

“Mereka adalah pasangan terbaik untuk memimpin Indonesia di masa mendatang. Megawati Sukarno Putri, ibu dari bangsa kita, pemimpin yang sangat dicintai dan sangat memperhatikan rakyat miskin, rakyat yang kelaparan serta para pekerja dan buruh. Prabowo, mantan seorang jenderal yang kuat, pemimpin para petani yang berani berbicara demi membela para petani, nelayan, serikat serta para rakyat kecil.”

- FTA: *negative-reminding*

Analysis: In this statement, the Speaker threaten Hearer's negative face by reminding that his candidate had lead this country.

According to him, his candidate has been successfully bringing this country into better condition

- Politeness strategies: *positive*

➤ Claim common ground; exaggerate(strategy 2),

➤ Convey that S& H are cooperators; include both S&H in the activity(strategy12)

Analysis :

In this statement, the Speaker wanted to save not only his positive face but also Hearer positive face since he used two strategies at once. Saving his own positive face, he used strategy exaggerate in describing his candidate by stated "...sangat dicintaidan sangat memperhatikan..." Meanwhile in order to save Hearer's positive face, he used an inclusive form of "kita" to show that both Hearer and Speaker are cooperators.

19-17. Mega-Prabowo(table 4.3 No. 3b)

"Mega, presiden yang dimasa kepemimpinannya, bangsa **kita** terbebas dari krisis, dimana harga bahan bakar sangat rendah pada masa tersebut, mendampingi beliau adalah jenderal Prabowo Subianto, pahlawan militer yang membawa muslim pertama ke puncak mount everest. Bersama mereka, ibu dan jenderal, Mega Prabowo dengan delapan rencana besar untuk menolong petani dan menciptakan jutaan lapangan kerjabaru. Mega -Prabowo, ibu dan jenderal.
pro rakyat, pro Indonesia"

- FTA : *negative-reminding*

Analysis : In this statement, the Speaker threaten Hearer's *negative* face by reminding that his candidate had lead this country

According to him, his candidate has been successfully bringing this country into better condition

- Politeness strategies : convey that S &H are cooperators, include both S&H in the activity(strategy 12)

Analysis : to saving Hearer's *positive* face, Speaker used an inclusive form of "kita" to show that both Hearer and Speaker are cooperators

20-18. SBY-Budiono (table 4.4 No. 1a)

"Dengan hati yang tulus, dengan tangan terbuka
SBY dan Budiono

Mohon doa restu kepada rakyat Indonesia untuk melanjutkan kerja, menjawab harapan, menciptakan pemerintahan yang semakin bersih demi terwujudnya masa depan yang lebih cerah bagi kita semua"

- FTA : *Negative*-promise
Analysis : Here, the Speaker threaten Hearer's *negative* face by promising Hearer something as he said "Mohon doa restu kepada rakyat Indonesia untuk melanjutkan kerja, menjawab harapan, menciptakan pemerintahan yang semakin bersih demi terwujudnya masa depan yang lebih cerah bagi kita semua"

- Politeness Strategy :
 - *negative*- be direct; be conventionally indirect.(strategy 1)
Analysis : here, the Speaker want to save his own *negative* face by be conventionally indirect when he is uttering his want's. He do not directly say" pilih calon kami" but prefer using" mohon doa restu".

- *positive* -Convey that S and H are cooperators; -be optimistic (strategy 11)

Analysis : Here the Speaker also wanted to be claimed by Hearer as a good candidate by using politeness strategy- be optimistic.He was optimistic that the Hearer would agree with his

candidate's vision so that the Hearer could help him gain the winning in the election battle.

21-19. SBY-Budiono table 4.4 No. 1b)

“SBY presidenku

Pemerintahan bersih untuk rakyat

Lanjutkan !”

- FTA : *negative-order* and request

Analysis :

In this statement, the Speaker threaten Hearer's *negative* face by using an order or request to vote for his candidate in the Presidential Election. He threaten the Hearer's freedom of action and also from imposition. His candidate seemed to be legitimized by the people as the right figure for the next president when he confirmed in a statement of “SBY presidenku” means “SBY is my President”.

- Politeness Strategy : *positive* –Convey that S and H are cooperators; strategy 11-be optimistic

Analysis : Here, the Speaker wanted to save Hearer's *positive* face by expressing his want and assumed that Hearer wanted it too. Even though Hearer might not care, the Speaker still gave pressure on Hearer to cooperate with him.

22-20. SBY-Budiono (table 4.4 No 2a)

“Dari rakyat untuk rakyat, SBY-Budiono, mereka datang dari keluarga sederhana, keluarga rakyat, seperti kebanyakan kita. Di masa muda mereka belajar, bermain, bercita-cita, kemudian mereka meniti karir

SBY jadi prajurit

Budiono jadi guru

Mereka mengabdikan, tidak memperkaya diri

Mereka menjalankan amanat, bekerja penuh dedikasi dan kesungguhan

Karena mereka dekat dengan rakyat, asal-usul mereka”

- FTA : *negative-acceptance of compliment*

Analysis :

In this statement, Speaker threaten his own *positive* face by accepting compliment. Here, the Speaker showed that his candidate is better than other candidates. He also showed that his candidate is closed to the voter because among of the candidates only Susilo Bambang Yudhoyono and Budiono who come from a common citizen as stated in the first statement “Dari rakyat untuk rakyat, SBY-Budiono, mereka datang dari keluarga sederhana, keluarga rakyat, seperti kebanyakan kita”.

- Politeness Strategy : *positive-* Convey that S and H are cooperators ;strategy 11- be optimistic, strategy 12- include S&H in the activity.

Analysis :

Here the Speaker want to threaten both his and Hearer’s face. Saving his own face, he used strategy –be optimistic, that is Speaker to be so presumptuous as to assume that Hearer wants Speaker’s wants for Speaker and Hearer and will help him to obtain it. In another word, he was presumed as if the Hearer will be voluntarily cooperate with him. The Speaker saved Hearer’s face by including both Speaker and Hearer in the activity by using an inclusive form of “kita” that stressed if they are cooperators

“SBY presidenku

Pemerintahan bersih untuk rakyat

Lanjutkan !”

“SBY presidenku

Pemerintahan bersih untuk rakyat

Lanjutkan !”

- FTA : *negative-order* and request
Analysis : In this statement, the Speaker threaten Hearer’s *negative* face by using an order or request to vote his candidate in the election. He threaten the Hearer’s freedom of action and from imposition
- Politeness Strategy : *positive* –Convey that S and H are cooperators; strategy 11-be optimistic
Analysis : Here, the Speaker wanted to save Hearer’s *positive* face by expressing his desire in term that he assumed that the Hearer want it too (even though Hearer might not care), the Speaker put pressure on Hearer to cooperate with him.

In summary, the FTA and Politeness strategies by president candidates found in this study can be shown as follows:

Table 4.5 Finding

No	Name of candidate	FTA		total	Politeness Strategies			total
		Positive	Negative		Brown & Levinson’s Theory		Leech Theory	
					Positive	Negative	Maxims	
1	Jusuf Kalla	3	8	11	11	2	1	14
2	Megawati	2	5	7	10	-	1	11
3	Susilo Bambang Yudhoyono	1	8	8	6	1	1	7

4.4 Discussion

After obtaining the data and analyzing them based on the objectives of this study, the next part is the discussion of the findings related to two research problems. The two important points that need to be explained here are FTA's and Politeness Strategies used by the President Candidates of Indonesia in 2009 Political Advertisement. This sub-chapter discusses a further result of the analysis. Based on the analysis that is conducted in the previous sub chapter, the writer finds that from the political advertisement

This study reveals that among the three candidates, Jusuf Kalla performed more frequently FTA's and politeness strategies than Megawati and Susilo Bambang Yudhoyono. Jusuf Kalla performed FTA 11 times and politeness strategies 13 times. Meanwhile Megawati performed FTA's 7 times and politeness strategies 10 times then Susilo Bambang Yudhoyono performed FTA's 8 times and politeness strategies 7 times.

From table 4.5 above, Jusuf Kalla performed negative FTA for 8 times and positive FTA 3 times, then Megawati performed positive FTA 2 times, and negative FTA 5 times, while Susilo Bambang Yudhoyono did not perform any positive FTA but had negative FTA 8 times. It can be concluded that all of candidates threat more negative face than the positive face. Since according to Brown and Levinson (1983:62) Negative face deals with the want of "every competent member" that his actions be unimpeded by other. In case that hearer come from different background(ethnic, economic, religion,and political view) so that the candidate of president prefer to threat the negative face which is familiar as the formal politeness.

Furthermore, Jusuf Kalla done positive politeness for 11 times while negative politeness 2 times. Then Megawati also performed positive politeness Strategies for 10 times but yet did not perform any negative politeness strategies.

Moreover Susilo Bambang Yudhoyono performed positive politeness for 6 times and negative politeness once. It seems that the candidates in their political advertisement of 2009 presidential alection used positive politeness more often than negative politeness. In order to make good relationship, it appropriate with the theory that Positive politeness strategies aim to safe positive face by demonstrating closeness and solidarity, appealing to friendship, making other people feel good and emphasizing that both speakers are a common goal (Cutting, 2002, p. 48), and the theory that the positive politeness is used as a kind of metaphorical extension of intimacy, to imply common ground or sharing of wants to a limited extent even between strangers who perceive themselves, for the purposes of the interaction (Brown and Levinson, 1987, p. 103) and the candidates, applies them in their political advertisement to make themselves become friendlier toward the Hearer. The politeness strategies that are frequently used are : 11th strategy (be optimistic) and 12nd strategy (include both S &H in the activity). The choice of the strategy was to make a good relationship with the Hearer in order to getting more voter. In addition, candidates sometimes used positive politeness strategies to threat Hearer's negative face.

Brown and Levinson (as cited in Leech, 1995, p.176) say that positive and negative politeness are mutually exclusive. But in the next statement, Leech (1995, p.176) claims that in practice, a single utterance can be oriented to both

positive and negative face simultaneously. In line with, the research which was resulted in this study, each candidate not always used positive politeness to save Hearer's positive face and on the other way around. In some cases, the candidate threatened Hearer's negative face but they used positive politeness strategy to save the opponents' negative face. In other word, there is a contradictory use of positive and negative politeness in one case. It means that there is an effort of teasing the Hearer or toward the Hearer's attitude.

The study that is conducted by the writer is rather different from Astuti (2008) since her finding used more negative politeness strategies than positive politeness strategies. Meanwhile, the research similar to Elvandari (2012) since the candidate threat negative face using positive politeness strategies. Moreover the research also different from Elvandari since her the object of study is presidential debate and the writer object of study is political advertisement, her finding not include 12nd strategy (include both S& H in the activity). Furthermore, this research differ from Kawantoro (2012), because on his finding there is no dominant politeness strategies that are used by the character.