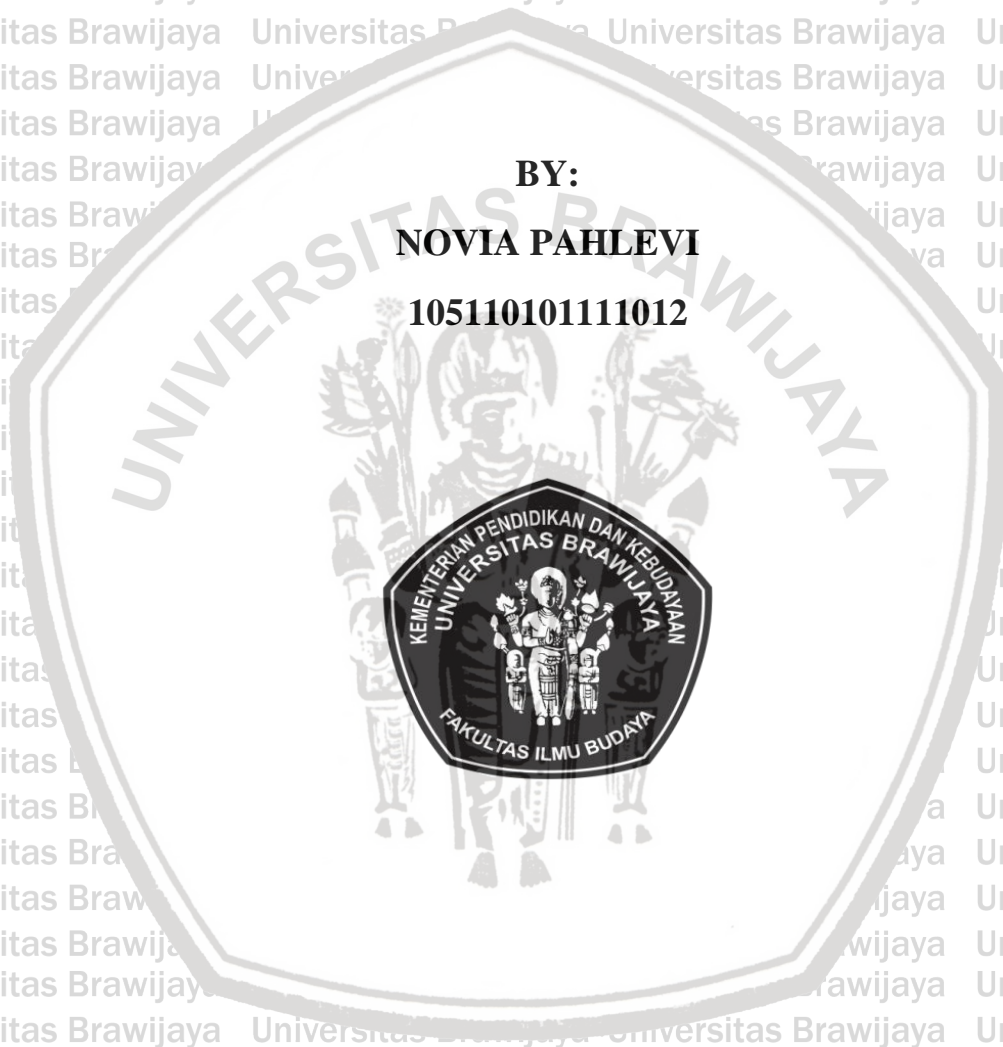


**POLITENESS STRATEGY FOUND IN THE 2014
PRESIDENTIAL CAMPAIGN OF ABURIZAL BAKRIE
ADVERTISEMENTS**

BY:

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

2015

**POLITENESS STRATEGY FOUND IN THE 2014 PRESIDENTIAL
CAMPAIGN OF ABURIZAL BAKRIE ADVERTISEMENTS**

THESIS

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

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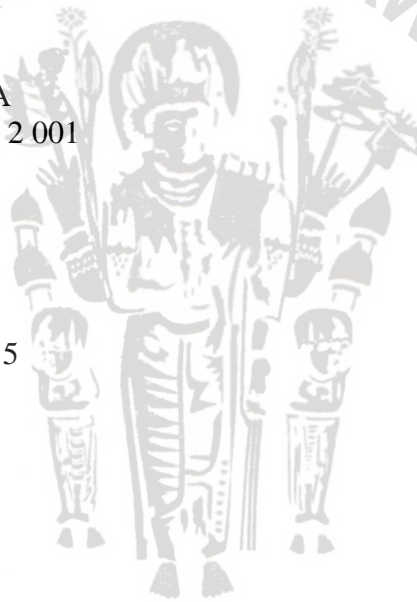
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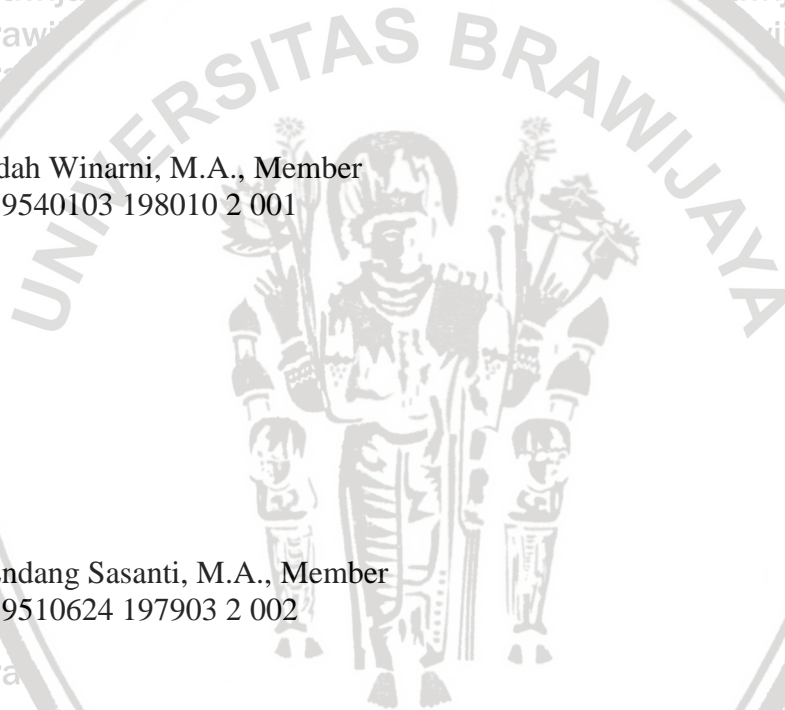
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ABSTRACT

Pahlevi, Novia. 2014. **Politeness Strategy Found in the 2014 Presidential Campaign of Aburizal Bakrie Advertisements.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya, Malang. Supervisor: Indah Winarni. Co-Supervisor: Endang Sasanti.

Key words: Politeness, Face Threatening Act, Politeness Strategy and Aburizal Bakrie.

Language is a tool of communication and while communicating people need to know "the rule" and one of which is politeness. One of important people who must be use politeness strategy is politicians. Nowadays, politician doing political campaign is by use advertisement as a tool to promote themself. There are two problems to be solved: (1) What face threatening acts are performed in the 2014 presidential campaign of Aburizal Bakrie advertisements? (2) What politeness strategies are performed to minimize the threat?. These problems are answered by using the theory of politeness strategy proposed by Brown and Levinson (1987).

This study used qualitative approach in document analysis. The data were collected from 7 advertisement wich were shown on television from March 2013 until January 2014. In the form of transcript of the advertisement downloaded from www.youtube.com in March 2014

The researcher found 18 utterances contain face threatening acts (FTA). Out of those utterances, 11 utterances contain negative FTA and 7 utterances contain positive FTA. The negative FTA are in the form orders and request, suggestion and advice, remaindings, promises, expressing thanks. The positive FTA are bringing a bad news or good news (boasting) about the speaker, increases or rising of dangerously emotional topics that relate to politics, race and religion and complimenting others. While in politeness strategies, the researcher found that 29 utterances containing positive politeness strategy which are; 1 notice-attend to the addresses, exaggerate, use in group identity markers, seek agreement, presuppose/raise/assert common ground, assert or presuppose the speaker's knowledge of and concern for addressee's wants, offer-promise, be optimistic, include both S&H in the activity and 3 give gifts to the hearer. The researcher did not find utterances contain negative politeness strategy. In this advertisements, the speaker mostly use negative face threatening act and positive politeness strategy to influence the hearer.

It is very important for the people to know more closely about the personality of the speaker as president candidate and to be a smart elector after know what kind of face and politeness strategy that speaker shows. While for the the next researchers, who investigate the same area of study use another theory of politeness strategy and use another aspect of the object of advertisement for example advertisement on radio or text advertisement like billboard, magazine and newspaper.

ABSTRAK

Novia, Pahlevi. 2014. **Strategi Kesopanan Dalam Iklan Kampanye Presiden Aburizal Bakrie 2014**. Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing (I): Indah Winarni. Pembimbing (II) Endang Sasanti.

Kata Kunci: kesopanan, perbuatan mengancam muka, strategi kesopanan dan Aburizal Bakrie

Bahasa adalah sebuah alat komunikasi dan dalam melakukan komunikasi mereka harus tahu “aturan” dan salah satunya adalah kesopanan. Salah satu orang penting yang harus menggunakan strategi kesopanan adalah politisi. Sekarang, politisi melakukan kampanye politik lewat iklan sebagai alat untuk mempromosikan diri mereka. Ada dua masalah yang harus dipecahkan: (1) jenis perbuatan mengancam muka apa yang ditunjukkan dalam iklan kampanye presiden Aburizal Bakrie 2014? (2) strategi kesopanan apa yang ditunjukkan untuk mengurangi ancaman?. Masalah ini di jawab dengan menggunakan teori strategi kesopanan yang dikemukakan oleh Brown dan Levinson (1987).

Penelitian ini menggunakan pendekatan kualitatif di dalam analisis dokumen. Data penelitian ini dikumpulkan dari 7 iklan yang sudah muncul di televisi mulai bulan Maret 2013 sampai bulan Januari 2014. Data tersebut adalah catatan iklan yang di unduh dari www.youtube.com pada bulan Maret 2014.

Peneliti menemukan 18 kalimat mengandung perbuatan mengancam muka. Dari jumlah tersebut, 11 kalimat mengandung perbuatan mengancam muka negatif dan 7 kalimat mengandung perbuatan mengancam muka positif. Perbuatan mengancam muka negatif yakni pesan dan permintaan, saran dan nasehat, mengingatkan, janji, pernyataan terima kasih. Perbuatan mengancam muka positif yakni membawa berita buruk atau baik (membual) tentang pembicara, menambahkan atau menaikkan topik emosional yang berbahaya terkait dengan politik, ras dan agama, dan memuji orang lain. Sedangkan di dalam strategi kesopanan, peneliti menemukan 29 kalimat mengandung strategi kesopanan positif yakni peringatan-mengurus untuk pendengar, melebih-lebihkan, menggunakan identitas grup, mencari persetujuan, mengisyaratkan/menaikkan/menyatakan hal yang biasa, menyatakan atau mengisyaratkan pengetahuan pembicara dan perhatian kepada permintaan pendengar, menawarkan-janji, menjadi optimis, pembicara dan pendengar melakukan satu aktifitas dan memberi hadiah kepada pendengar. Peneliti tidak menemukan kalimat yang mengandung strategi kesopanan negatif. Dalam iklan ini, kebanyakan pembicara menggunakan perbuatan mengancam muka negatif dan strategi kesopanan positif.

Ini sangat penting bagi orang untuk mengenal lebih dekat tentang kepribadian pembicara sebagai calon presiden dan menjadi pemilih yang pintar setelah mengetahui apa saja perbuatan mengancam muka dan apa saja strategi kesopanan yang telah di tunjukkan oleh pembicara dan menggunakan aspek lainnya dalam objek iklan contohnya iklan di radio atau iklan teks seperti papan iklan, majalah dan koran.

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Thus, this thesis could be completed in time.

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The researcher realizes that this thesis is still far from being perfect and it needs correction, constructive criticism and suggestions from the readers for further improvement. Hopefully it can be useful for the readers.

Malang, 26 Januari 2015

The researcher

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CHAPTER I

INTRODUCTION

I.1 Background of the study

Language is a tool of communication and has a social function to help humans to interact with others. Language helps people to deliver message, idea, feelings, and also opinion in term of communication. The level of communication skill differentiates people in the way they communicate with others in terms of age, social class, culture, and situation. There are two kinds of language that people normally use, verbal and non-verbal language. Verbal language is a language that is produced directly when the speaker speaks or writes, while non-verbal language is a language that is produced indirectly when the speaker communicates with others, for example gestures or body language. In the social interaction people use more verbal language than non verbal-language. While doing verbal language they need to know “the rule” of doing communication because it affects their lives. One of the important things is politeness.

Politeness is one of the subjects that are studied in Pragmatics. Yule (1996, p.3) states “pragmatics is the study of speaker meaning”. He also states “Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)”. The study is about the relation between language and context. While politeness is an act from the speaker (verbal or non-verbal language) that could make the addressee feels at

ease. In this case, Brown and Levinson (1987) propose politeness strategies as the instrument while doing politeness. According to Brown and Levinson (1987), “politeness strategy is a strategy used to avoid or minimize the Face Threatening Acts (FTA) that the speaker makes”. Politeness strategies can make the speaker expresses the concern of his feelings to others. It is very important since people want to create the best image for themselves in society. Because of the important things in creating image, some important people such as public figures, actresses/actors, president, politicians, etc use politeness strategies.

Politicians means people who are participating or working in the area of politics. One of the important events for politicians is political campaign. Political campaign is an organized event of politics which aims to influence the public in decision making process within a specific group. For the campaign, politicians usually use advertisement to introduce or promote themselves. It can influence the public opinion. Advertisement is very important nowadays because it is one of the tools for people who want to promote something. Advertisement is the most affective way to promote something because advertisement is always shows in media.

Advertisement is also a part of television programs that can be placed in media. Advertisement can be used by people who want to influence audience to get their attention or change their preception about one product. “Advertisement is a notice, picture, or a film and telling people about a product, job or service” (Oxford Advanced Learner’s Dictionary, 2014, P.2). Nowadays media become necessary in human life because they have a significant role in strengthening the

society. According to Oxford Advanced Learner's Dictionary, Media is the main ways that large numbers of people receive information and entertainment, that is television, radio, newspaper and the internet. Whereas the definition of media is a place where human can share everything related to their life. Television is one of media which has many programs such as news, advertisement, film, etc. The television program itself introduces people to something they never know before.

So television can be used in order to influence others.

Related to this phenomena, the researcher tries to find out the type of politeness strategy by using the theory proposed by Brown and Levinson (1987).

This research has an aim to know which strategies are mostly used and performed in the presidential campaign of Aburizal Bakrie advertisements. The findings of this research can help people know and understand more deeply about politeness strategy which are used and performed in the presidential campaign of Aburizal Bakrie advertisements because it is very important for the people to know more closely about the personality of Aburizal Bakrie as president candidate at that time. Moreover for the next researcher should know about politeness strategy which can use in political area. The advertisement reflects politeness which is applied during 2014 campaign. The politeness used in the presidential campaign of Aburizal Bakrie advertisements is reflected in the utterances or speech in his advertisement.

1.2 Problems of the Study

Based on the description, the problems are:

1. What face threatening acts are performed in the 2014 presidential campaign of Aburizal Bakrie advertisements?
2. What politeness strategies are performed by the 2014 presidential campaign of Aburizal Bakrie advertisements to minimize the threat?

1.3 Objectives of the Study

1. To identify the face threatening acts which are performed in the 2014 presidential campaign of Aburizal Bakrie advertisements.
2. To identify the politeness strategy which are performed in the 2014 presidential campaign of Aburizal Bakrie advertisements to minimize the threat.

1.4 Definition of Key Terms

1. Politeness : Politeness refers to the strategy used to express the concern for the feeling of others (Brown and Levinson, 1987).
2. Face Threatening Act or FTA : An act that causes a threat to hearer's positive or negative face (Brown and Levinson, 1987).
3. Politeness strategy : A strategy used to avoid or minimize the Face Threatening Acts (FTA) that the

speaker makes (Brown and Levinson, 1987)

4. Aburizal Bakrie : A politician from Golkar party and one of president candidates In Indonesia for 2014 election.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents description and explanation of some theories that support this study. Those theories are: pragmatics, politeness, the concept of face, Face Threatening Acts (FTA) and strategies of doing FTA.

2.1 Pragmatics

According to Levinson (1983) we need to be concerned about the relation between language and the context that are basic to an account of language understanding. The study about the relation between language and context is called pragmatics. Yule (1996, p.3) states “pragmatics is the study of speaker meaning”. He also states “Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)”.

Longman Dictionary of Applied Linguistics states “pragmatics is often contrasted with semantics, which deals with meaning without reference to the users and communicative function of sentences”.

Pragmatics includes the study of how to interpret and the use of utterances depending on knowledge of the real world. The speaker or writer uses the understanding of speech acts and how structure of sentence

is influenced by the relationship between the speaker or writer and hearer or reader.

2.2 Politeness

Politeness is one of the subjects that is studied in Pragmatics. Yule (1996, p.134) states, "politeness might involve ideas like being tactful, modest, and nice to other people". Brown and Levinson (1987) say "Politeness principles are reflected in linguistic universals". It means that showing awareness for another person's face when that other seems socially distant is often described in terms of respect or deference. Being polite is very important because when we speak, the speech shows the etiquette and norm of the speaker. It can create good relationship between the speaker and the hearer.

2.3 The Concept of Face

In 1978, Brown and Levinson, used Goffman's definition of "face" as a starting point. Brown and Levinson (1987, p.61) state, "The term "face" means the public self-image that every person wants to claim for himself". Face is an important thing in our life which is use in daily conversation while doing communication. Face can create our self image since every person wants to have their own image in the public. It is related to self confidence which face can save our image in social interaction.

According to Brown and Levinson, there are two kinds of face:

1. Positive Face

Positive face refers to face that can be accepted by other people, even liked, by others, to be treated as a member of the same group, and to know that his or her wants are shared by others. Brown and

Levinson (1987,p.62) state, " positive face is the want of every member that his wants be desirable to at least some others". For example: a wife is cooking for her family, even she does not know about cooking, even the taste of food bad, she showed like a professional chef

2. Negative Face

Negative face refers to independent face and has freedom of action.

These people do not need to be accepted in society. Saving act which is oriented to the person's negative face will tend to show deference, emphasize the importance of the other's time or concern, and even include an apology for the imposition or interruption (yule, 1996).For

example: a teenage boy changes his identity (look, style, personality, etc) and becomes a rude person.

2.4 Face Threatening Acts (FTA)

According to Brown and Levinson (1987, p.65), by "act" we have in mind what is intended to be done by a verbal or non-verbal communication, just as one or more "speech acts" can be assigned to an

utterance. There are two kinds of face threatening acts, first is positive face threatening acts and negative face threatening acts.

2.4.1 Positive Face Threatening Acts

Positive face threatening acts happen when the speaker does not care about the hearer's wants, etc. They include:

- a. Expressions of disapproval (e.g. insult, accusations, complaints)
- b. Contradictions, disagreements, or challenges
- c. Expressions of violent (out-of control) emotional acts
- d. Irreverence, mention of taboo topics, including those that are inappropriate in the context
- e. Bringing bad news or good news (boasting) about the speaker
- f. Increases or rising dangerously emotional topics that relate to politics, race and religion
- g. Interrupting, non-sequiters misidentifies or showing non-attention to the speaker in an offusive or embarrassing way
- h. Apologies
- i. Acceptance of compliment
- j. Breakdown of physical control over body, bodily leakage, stumbling or falling down, etc
- k. Self-humiliation
- l. Confessions, admissions of guilt or responsibility

2.4.2 Negative Face Threatening Acts

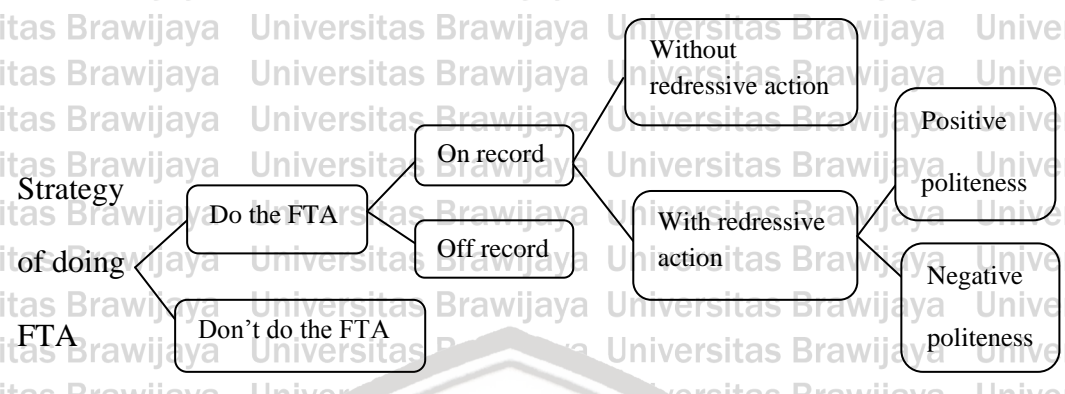
Negative face threatening acts want to indicate that the speaker does not respect the hearer's freedom of action and thought.

Among these Brown and Levinson (1987) consider:

- a. Orders and requests
- b. Suggestions and advice
- c. Reminders
- d. Threat, warning, and dares.
- e. Offers
- f. Promises
- g. Compliments, expressions of envy or admiration
- h. Expressions of strong emotions toward the speaker
- i. Expressing thanks
- j. Accepting a thank you or apology
- k. Excuses
- l. Acceptance of offers
- m. A response to the hearer's faux pas
- n. Unwilling promises of offer

2.5 Strategies of doing FTAs

Brown and Levinson (1987, p.68-71) proposed the strategies for performing FTA is schematized in the following figure:



2.5.1 On Record

According to Brown and Levinson (1987,p.68),”An actor goes on record in doing an act A if it is clear to participants what communicative intention led the actor to do A”. For example, I (hereby) promise to come tomorrow, if participants would concur that, in saying that, the speaker “I” did unambiguously express the intention of committing her/his-self to that future act, then in this terminology “I” went “on record” as promising to do so.

2.5.1.1 Bald on-record

In this strategies, speaker (S) does not attempt to minimize the threat to the hearer (H). It mean the S does nothing to minimize threat to the H face. These direct address forms are technically described as being on record. “The most direct approach, using imperative forms is known as bald on record” (Yule,1996). Meanwhile Brown And Levinson (1987, p.95) state, “These strategies usage in general, whenever speaker (S) wants to do the Face Threatening Acts (FTA) with maximum efficiency more than the S wants to satisfy hearer’s (H’s) face”. For example doing

suggestion, request and offer in an open and direct way. Bald on Record

itself consists of two strategies:

1. Cases of non-minimization of the face threat

It is used where maximum efficiency is very important and this is mutually known to both S and H, no face redress is necessary.

For example: *“Help, Your pants are on fire!”*

2. Cases of FTA-oriented bald on record usage

This second strategy is oriented to face. This way, respect for face involves mutual orientation, so that each participant attempts to foresee what the other participant is attempting to foresee. It is reasonable for S to assume that H will be especially preoccupied with H’s potential infringements of S’s preserve.

This strategy is usually used in welcomes (or post-greetings), where S insists that H may impose on his negative face, in farewells, where S insists that H may impose on his positive face by taking his leave, in offers, where S insists that H may impose on S’s negative face.

For example: *“wash your hand”*

2.5.1.2 With Redressive Action

According to Brown and Levinson (1987,p.69),”by redressive action we mean action that “give face” to the addressee, that is, that attempts to counteract the potential face damage of the FTA”.

a. Positive Politeness

Positive politeness is the positive consistent image or personality (including of self image which can be appreciated and approved of)

claimed by interactants. A positive politeness leads the requester to appeal to a common goal, even friendship or expressions. There are 15 strategies of positive politeness:

1. Strategy 1: Notice, attend to the addressee (his interest, wants, needs, goods)

S pays attention of aspects of H's condition (noticeable changes, removable, possession, etc).

For example: *"Goodness, you shave your mustache! (...) By the way, I came to borrow some cake"*.

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

S shows exaggerated intonations, stress and other aspects of prosodic, as well as with intensifying modifiers.

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

3. Strategy 3: Intensify interest to H

S in communicating with H, shares some of his wants to intensify the interest of his own (S's) contribution to the conversation by making a good story and using tag question or expression that includes H as a participant in the conversation

such as "you know?", "see what I mean?", "isn't it?"

For example: *“I come down the stairs, and what do you think I see?- a huge mess all over the place, clothes and toys are scattered all over...”*

4. Strategy 4: Use in group identity markers

S implicitly suggests common ground with H. This can be used in certain term of address forms, of language or dialect, of jargon or slang and of ellipsis.

a. Address forms

“Here mate, I was keeping that seat for a friend of mine...”

b. Use in group language or dialect

First call: “come here Jhonny”

Second call: “Jhon Henry Smith, you came here right away”

c. use of jargon or slang

“lend us two quid then, wouldja mate?”

d. Contraction and ellipsis

“How about a drink?”

5. Strategy 5: Seek agreement

S talks about something to H in which it is possible to seek agreement. Seeking agreement can be stressed by repeating part of all of what the preceding S has said in the conversation and by using particles that function to indicate emphatic agreement.

a. Safe topic.

When seeking in which it is possible to agree with the hearer, the speaker can raise "safe topics" such as the weather or the beauty of flower so irritations of having to wait in line.

b. Repetition

A: "Miky went to Europe this weekend!"

B: "to Europe! OMG!"

6. Strategy 6: Avoid disagreement

S pretends to agree by twisting their utterances in order to hide disagreement.

a. Token agreement

A: "what is she, tall?"

B: "yes, yes, she is tall, um, not really tall but certainly not small"

b. Pseudo-agreement

"I will meet you in front of the restaurant just before 5, then.."

c. White lies

"yes I do like your new dress!"

d. Hedging opinion

"It is really beautiful, in a way"

7. Strategy 7: Presuppose/raise/assert common ground

The value of S's spending time and effort to talk for a while with H about unrelated topics to show that S is interested in H.

a. Gossip, small talk

b. Point-of-view operations

A: "oh this cut hurts awfully, mum"

B: "Yes dear, it hurts terribly, I know"

c. Pressupposition manipulation

"Would not you like a drink?" (Offers)

8. Strategy 8: Joke

Joke is a basic positive politeness technique for putting H "at ease" or may minimize an FTA.

For example: *"How about lending me this old heap of junk?"*

(Addressee's new cadillac)

9. Strategy 9: Assert or pressuppose the speaker's knowledge of and concern for addressee's wants

This strategy is to assert or imply knowledge of H's wants and willingness to fit one's own wants between H and S.

For example: *"Look, I know you want the car back by 3, so should not I go to mall know?"*

10. Strategy 10: Offer, promise

To redress the potential threat of some FTA's, S may choose to stress his cooperation with H in other ways.

For example: *"I will drop sometimes next"*

11. Strategy 11: Be optimistic

This strategy shows a tacit claim that H will cooperate with S because it will be in their mutual shared interest.

For example: *"Look, I am sure you won't mind if I borrow your magazine"*

12. Strategy 12: Include both the speaker and the addressee in the activity

By using an inclusive "we" form when S actually means "you" or "me."

For example: *"we need some rest"*

13. Strategy 13: Give or ask for reasons

Including H in the activity for S gives reasons as to why he wants what he wants.

For example: *"Why don't I help you with that suitcase"*

14. Strategy 14: Assume or assert reciprocity

S ask H to cooperate with him by giving evidence of reciprocal rights or obligations between S and H.

For example: *"I will do dance for you if you do dance for me"*

15. Strategy 15: Give gifts to the addressee (goods, sympathy, understanding, cooperation)

This strategy can make S satisfies H's positive face by giving gift, not only "real gift", but human-relation like admire, care, understand, listen to, etc.

For example: *"I can understand what you feel"*

b. Negative Politeness

Negative Politeness is repressive action addressed to the addressee's negative face "he wants to have his freedom of action unhindered and his attention unimpeded" (Brown and Levinson, 1987, p.129)

1. Strategy 1: Be conventionally indirect

The S tries to talk to H to be indirect, and the desire to go on record, so there can be no misunderstanding of what he means.

For example: "*Can you please pass the salt?*"

2. Strategy 2: Question, hedge

This strategy is used to modify the force of speech act.

For example: "*Mike is a true friend*"

3. Strategy 3: Be pessimistic

This strategy gives redress to H's negative face by explicitly expressing doubt that conditions for the appropriateness of S's speech act obtain.

For example: "*Would yo do the presentation?*"

4. Strategy 4: Minimize the imposition

S redresses the intrinsic seriousness of the FTA to pay H deference.

For example: "*I just want to ask you if you could lend me a tiny bit of paper*"

5. Strategy 5: Give deference

S humbles and abases him and another where S raises H to satisfy H's want to be treated as superior.

For example: *"I don't think you ought to do that , Mr.President"*

6. Strategy 6: Apologize

a. Admit the impingement

"I hope this is not going to bother you too much"

b. Indicate reluctance

"I normally wouldn't ask you this, but..."

c. Give overwhelming reasons

"I can think of nobody else who could..."

d. Beg forgiveness

"I am sorry to bother you, but..."

7. Strategy 7: Impersonalize speaker and hearer

a. Performatives

"Do this for me"

b. Imperatives

"Take that out!"

c. Impersonal verbs

"It seems (to me) that..."

d. Passive and circumstantial voices

"It is expected (for I expect that...)"

e. Replacement of the pronouns "I" and "you" by indefinites

"Someone finished the cookies (you/I did)"

f. Pluralization of the "you" and "I" pronouns

"Excuse me sir (not you)"

g. Reference terms as I avoidance

"His majesty is not amused"

8. Strategy 8: State the FTA as a general rule

S does not want to impinge but is merely forced to by circumstances. Thus he states that FTA is an instance of some general social rule, regulation, or obligation.

For example: *"Passengers will please refrain from."*

9. Strategy 9: Nominalize

Nominalize notices formality which is associated with the noun end of the continuum.

For example: *"your cooperation is urgently requested"*

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

the hearer

S can redress an FTA by explicitly claiming his indebtedness to H

or disclaiming any indebtedness of H.

For example: *"I'd be eternally grateful if you would"*

2.5.1.3 Off Record

According to Brown and Levinson (1987, p.211), "Off record utterances are essentially indirect uses of language". There are some types of off record, they are presented below:

1. Invite conversational implicatures

The first type of off record explains about the speaker who wants to do the FTA indirectly. The speaker must give H some hints and hope that H picks up on them and thereby interprets what S really means (intends) to say. This type is divided into ten strategies:

a. Strategy 1: Give hints

If S says something that is not explicitly relevant, he invites H to search for an interpretation of the possible relevance

For example: *"it is cold here" (closed the window)*

b. Strategy 2: Give association clues

Related to implicature triggered by relevance violation is provided by mentioning something associated with the act required of H, either by precedent in S-H's experience or by mutual knowledge irrespective of their interactional experience.

For example: *"oh god, I have headache again"*

c. Strategy 3: Presuppose

An utterance can be almost wholly relevant in context and yet violate the relevance maxim just at the level of its presupposition

For example: *"I wash the car again today"* (he presupposes that he has done it before and therefore may implicate a criticism)

d. Strategy 4: Understate

Understatements are one way of generating implicatures by saying less than is required

For example: *"she is some kind of idiot"* (she is an idiot)

e. Strategy 5: Overstate

By exaggerating or choosing a point on a scale which is higher than the actual state of affairs

For example: *"I tried to call a hundred times, but there was never any answer"*

f. Strategy 6: Use tautologies

By uttering a tautology, S encourages H to look for an informative interpretation of the non-informative utterance

For example: *"if it is road, it is road!"* (what terrible road!)

g. Strategy 7: Use contradictions

S makes it appear that he can not be telling the truth. He thus encourages H to look for an interpretation that reconciles the two contradictory propositions

For example: S: *are you upset about that?*

H: *Well, yes and no*

h. Strategy 8: Be ironic

S can indirectly convey his intended meaning. If there are clues that his intended meaning is being conveyed indirectly.

Such clues may be; prosodic (e.g. nasality), kinesic (e.g. a smirk) or simply contextual.

For example: Jhon's a real genius (after he has just done twenty stupid things in a row)

i. Strategy 9: Use metaphors

It is possibility that exactly which of the connotations of the metaphor S intends may be off record

For example: *"Harry is a real fish" (he swim like fish)*

j. Strategy 10: Use rhetorical questions

To ask a question with no intention of obtaining an answer is to break a sincerity condition on questions, S wants H to provide him with the indicate information.

For example: *"how many times do I have to tell you that my name is Neny". (too many)*

2. Be vague or ambiguous

The second type of off record explains that S may choose to go off record by being vague or ambiguous (that is violating the manner maxim) in such a way that is communicated intent remains ill-defined. This type is divided into five strategies:

a. Strategy 11: Be ambiguous

The term “ambiguity” to include the ambiguity between the literal meaning of an utterance and any of its possible implicatures, every off record strategy essentially exploits ambiguity in this wider sense

For example: “*Jhon is pretty sharp cookie*”

b. Strategy 12: Be vague

S may go off record with an FTA by being vague about who the object of the FTA is, or what the offence is (in criticism)

For example:

“*Looks like someone may have had too much to drink*”:
(vague understatement)

c. Strategy 13: Over-generalize

Rule instantiation may leave the object of the FTA vaguely off record

d. Strategy 14: Displace H

S may go off record as to who the target for his FTA is, or he may pretend to address the FTA to someone whom it would not threaten and hope that the real target will see the FTA is aimed.

e. Strategy 15: Be incomplete, use ellipsis

By leaving an FTA a half undone, S can leave the implicature “hanging in the air”, just as with rhetorical questions.

2.6 Previous Studies

The researcher uses two other studies as the previous study. These two previous studies are used because they are similar with this study and this study needs reference which are concerned with pragmatics field that is the application of politeness theory. The first study is *Politeness Strategy Used by The President Candidates of Indonesia in 2009 Political Advertisement* by Mulyowati (2012). In this study Mulyowati analysed FTA and politeness in political advertisement that is produced by president candidates of Indonesia in 2009 by using the theory proposed by Brown and Levinson (1987). Here the president candidates are Megawati, Susilo Bambang Yudhoyono and Jusuf Kalla. The data are nine videos of advertisement which are containing utterances. She found Jusuf kalla performed more frequently FTA's and politeness strategies than Megawati and Susilo Bambang Yudhoyono. The similarity between this study and the study by Mulyowati is the data. Both of them use advertisement in political area from television than took the video from youtube and transcribed.

The second previous study is *Politeness Strategies Performed by Lecturers in Proposal Seminars in English Study Program Faculty of Cultural Studies at Universitas Brawijaya* by Putri (2014). In this study she concerns about FTA and politeness strategy when the lecturers in English Study Program Faculty of Cultural Studies in Universitas Brawijaya give comment and suggestion in proposal seminar by using the theory of Politeness strategies proposed by Brown and Levinson (1987). The data are four

proposal seminars which ran for 60 minutes. In findings, she found 70 utterances containing FTA and 31 utterances containing bald on Record performed by the lecturers of English Study Program of Faculty of Cultural Studies. The lecturers tend to use bald on-record strategy because they want to give a clear comment and suggestion to the student but some of them likely used negative politeness by using hedge expression. Between Putri's study and this study, there are similarities. Both of the study contain politeness strategy in the data utterances and use the same theory of politeness strategy proposed by Brown and Levinson (1987).

However between this study and the two previous studies have differences. In Mulyowati's study, the problem is differentiate politeness and FTA strategy between some of president candidates of Indonesia in 2009 political advertisement by using theory from Brown and Levinson but this study just uses one person/candidate, Aburizal Bakrie, to find politeness strategy in his political advertisement. In Putri's study, the data is obtained when the researcher investigated direct conversations but the data of this study are taken from advertisement on television and the video from youtube.

CHAPTER III

RESEARCH METHOD

3.1 Research design

For this study, the researcher uses the qualitative methods. According to Berg, (2001, p.6) “qualitative research refers to the meaning of concept, definitions, characteristics, metaphor, symbols and description of things”. In another part he says:

popular qualitative research additionally includes such methods as observation of experimental natural settings, photogenic techniques (including videotaping), historical analysis (historiography), document and textual analysis, sociometry, socio- drama and similar ethnomethodological experimentation, ethnographic research, and a number of unobtrusive techniques.”(Berg, 2001, p.3)

Another theory by Ary at al. (2010, p.30) states, ”content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the materials. They also state, “The analyzed work can be textbooks, newspaper, web pages, speeches, television program, advertisement, musical compositions, or any of a host of other types of document” (Ary at al, 2002, P.442). This study applies qualitative research because it is categorized into document text since the object of the study is the transcription of utterances in political advertisements by Aburizal Bakrie.

3.2 Data Source

The data of this research are utterances from seven videos of presidential campaign of Aburizal Bakrie advertisements. These advertisements were shown on television from March 2013 until January 2014. The video were taken from www.youtube.com in March 2014 as follows:

Table 3.1: Sources

Published	Advertisement Title's	Website
05/05/2013	ARB "Pro Pedagang Kaki Lima"	http://www.youtube.com/watch?v=JrZpnGYZa-s
26/06/2013	ARB "Motivasi Untuk Anak Bangsa"	http://www.youtube.com/watch?v=vwQ6aqPxV98
30/07/2013	ARB "Rakyat Pahlawan Pembangunan"	http://www.youtube.com/watch?v=IsdnI1q8NE
01/07/2013	ARB "Ibu"	http://www.youtube.com/watch?v=7Xq4CimbOr8
27/01/2014	ARB "Tentang Bung Karno"	http://www.youtube.com/watch?v=UhzUPrB5YfE
27/01/2014	ARB "Petani Pahlawan Bangsa"	http://www.youtube.com/watch?v=7IhJdx-Fn_M
27/01/2014	ARB "Jasa Para Presiden"	http://www.youtube.com/watch?v=o-KrIDLxAVU

Those video were produced by Aburizal Bakrie as one of the president candidates in 2014 in his political advertisement. The researcher chooses the video by comparing the advertisement on the television with the video taken from youtube and got some information from the blog related to the advertisement. The information is needed because the researcher must know how many presidential campaign of Aburizal Bakrie advertisements were shown on television. In this study, the analysis focuses on the politeness strategy found in the 2014

presidential campaign of Aburizal Bakrie advertisements, this analysis is based on Brown and Levinson's theory.

3.3 Data Collection

The researcher uses steps in collecting the data, and they are presented as follows:

1. Noting the advertisements on the presidential campaign of Aburizal Bakrie on television
2. Searching the same advertisements of the presidential campaign of Aburizal Bakrie in the internet
3. Downloading the video shown on television
4. Transcribing the video into text

3.4 Data analysis

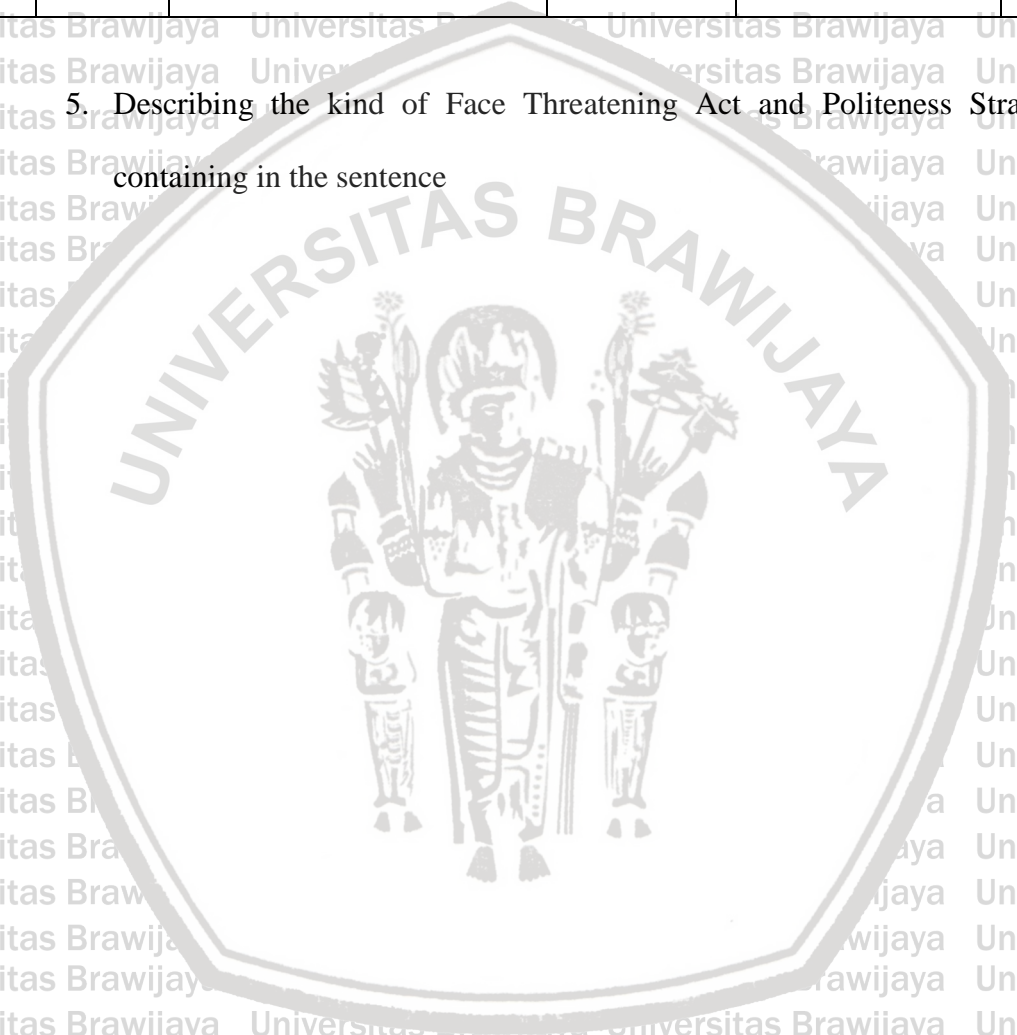
In this analysis, only sentences containing politeness were used as the data and were analyzed as follows:

1. Listing sentences containing FTA and politeness strategy
2. Identifying utterances containing FTA's and politeness strategy using Brown and Levinson's theory
3. Putting the sentences containing FTA or politeness in a table
4. Classifying the sentences based on Politeness Strategy proposed by Brown and Levinson (1987). In this research, the researcher categorizes the sentence and put the characteristic which can be include to Face Threatening Act or Politeness Strategy

3.2 Table sample of data description

No	Speaker	Sentences	Whose Face is Threatened	FTA (Brown&Levinson, 1987)	Politeness Strategy (Brown&Levinson, 1987)

5. Describing the kind of Face Threatening Act and Politeness Strategy containing in the sentence



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents data description of the research based on the findings which refer to the research problems. In this chapter the researcher explores the result of the data finding and analyzes the data according to the theoretical framework stated in chapter II about FTA and Politeness Strategy proposed by Brown and Levinson (1987).

4.1 Findings

The finding contains utterances taken from seven videos of presidential campaign of Aburizal Bakrie advertisements. The data of this research are advertisements which have been shown on television from March 2013 until January 2014.

4.1.1 Data Description

The data were taken from video from website www.youtube.com, then the utterances were transcribed in the form of written text. In this chapter the researcher presents the data from the transcription of presidential campaign of Aburizal Bakrie advertisements containing FTA and politeness strategies. The data are presented in a systematic table covering, the speaker, and utterances, kinds of FTA and kinds of Politeness Strategies.

Advertisement 1: ARB pro pedagang kaki lima

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Speaker	ARB, Aburizal Bakrie. ARB sahabat pedagang kecil	-	-	Positive Politeness: Strategy 5, seek agreement
2.	People	ARB siapa yang punya, ARB siapa yang punya, yang punya kaki lima	Speaker	Negative FTA: Remaining	Positive Politeness: Strategy 5, seek agreement Strategy 12, include both S&H in the activity
3.	ARB	a. Kita menyangkut rakyat Indonesia, kita menyangkut kepentingan anak-anak kita. Tidak ada warna kuning, tidak ada warna putih, tidak warna merah, tidak ada warna hijau, tidak ada warna biru, yang ada cuman satu ada merah putih. b. Harus membela rakyat kecil. Harus membela pedagang kecil, membela pedagang kaki lima	a. - b. Hearer	a. - b. Negative FTA: Promises	a. Positive Politeness: Strategy 9, assert/pressuppose knowledge Strategy 12, include both S&H in the activity b. Positive Politeness: strategy 10, offer-promises
4.	Speaker	ARB, Aburizal Bakrie. ARB rakyat sejahtera. Bangsa maju.	-	-	-

Advertisement 2: Motivasi Untuk Anak Bangsa

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Text	Pesan Aburizal Bakrie untuk anak Indonesia	Speaker	Negative FTA: Suggestion and advice	Positive Politeness: Strategy 12, seek agreement
2.	ARB	a. Ayahnya bapak itu adalah anak seorang petani dan beliau hanya lulus sekolah rakyat, sekarang sekolah dasar. Beliau meninggal tahun 88, umur 72 tahun. Pada saat itu, si anak yang sekolah rakyat itu punya pegawai 10.000 orang. b. Kalau sekolah rakyat aja bisa, masak kalian yang sekolahnya di SMKN tidak bisa. Pasti bisa. Tidak ada yang tidak akan bisa kita capai kalau kita berani. Kita mesti berani bermimpi dan berpikir. Berani bermimpi. Berani bertindak.	a. Speaker b. Hearer	a. Positive FTA: Bringing a bad news or good news (boasting) about the speaker b. Negative FTA: suggestion and advice	a. - b. Positive Politeness: strategy 11, be optimistic

Advertisement 3: Rakyat Pahlawan Pembangunan

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Speaker	Dia merangkul dan membuka harapan. Dia membesarkan hati dan mengulurkan tangan persahabatan.	Speaker	Positive FTA:complimenting others	Positive politeness: Strategy 10, offer-promise
2.	ARB	Para petani, para nelayan, para supir taksi, mereka juga adalah pahlawan pembangunan.			Positive politeness: Strategy 15, give gifts to the addressee (goods, sympathy, understanding, cooperation)
3.	Speaker	Bagi ARB rakyat adalah tulang punggung Indonesia. Pedagang kecil, supir truk, hingga perawat dan guru sekolah. Kepada mereka semua kita harus berterima kasih.	Speaker	Negative FTA: Expressing thanks	Positive politeness: Strategy 2, exaggerate Strategy 12, include both S&H in the activity
4.	People	Salam ARB. ARB <i>jos gandos</i> .	-	-	Positive politeness: Strategy 4, use in group identity markers

Advertisement 4: Ibu

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	ARB	a. Kalian tidak akan sampai disini. Ibu saya meninggal dunia tahun yang lalu. Saya sangat menghormati ibu saya, saya juga sangat menghormati ayah saya. Tapi saya tahu pengorbanan terbesar adalah pada seorang ibu. Pada ibu-ibu yang memberikan pendidikan-pendidikan di rumah tangga. b. Saya harapkan kalian berterima kasih kepada ibu, apalagi surga di bawah telapak kaki ibu.	a. Speaker b. Speaker	a.Positive FTA: Bringing a bad news or good news (boasting) about the speaker b. Negative FTA- suggestions, advice	a.Positive politeness: Strategy 5, seek agreement b.Positive politeness: Strategy , notice, attend to the addressee
2.	Speaker	Berbakti kepada orang tua, berbakti kepada ibu adalah kemuliaan hidup yang tertinggi. Jangan sia-siakan harapan mereka. Gantungkan cita-citamu setinggi langit.	Speaker	Positive FTA: Increases or rising of dangerously emotional topics that relate to politics, race and religion and negative-threat, warning, dares	Positive politeness: Strategy 5, seek agreement Strategy 2, exaggerate
3.	Speaker	ARB AbuRizal Bakrie	-	-	Positive politeness: Strategy 5, seek agreement

Advertisement 5: Tentang Bung Karno

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Text	Bung Karno penggali paham kebangsaan Indonesia	Speaker	Positive FTA: Increases or rising of dangerously emotional topics that relate to politics, race and religion	Positive Politeness: Strategy 5, seek agreement
2.	ARB	a. Bung Karno menanamkan rasa kebangsaan dan persatuan dari bangsa Indonesia. Beliau mengatakan dari sabang sampai merauke bukan hanya untaian 4 kata. Bukan hanya juga gugusan kepulauan yang dihubungkan dengan lautan. Tapi yang lebih penting daripada itu kata Bung Karno adalah kesatuan cita-cita. b. Kesatuan kita untuk menuju Indonesia yang maju. Menuju Indonesia yang bersatu. Indonesia yang sejahtera. Indonesia yang <i>modern</i> .	a. Speaker b. Speaker	a. Positive FTA: Increases or rising of dangerously emotional topics that relate to politics, race and religion b. Negative FTA: promises	a. Positive Politeness: Strategy 7, presuppose/raise/assert common ground b. Positive Politeness: strategy 11, be optimistic

Advertisement 6: Petani Pahlawan Bangsa

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Text	ARB menyapa petani	Speaker	Negative FTA: Remaining	Positive Politeness: Strategy 5, seek agreement
2.	ARB	sekarang itu gabah kering giling itu <i>piro</i> ?. <i>Piro</i> itu bahasa kasar bahasa <i>alusnya</i> apa ya?. <i>Pinten. Pinten, ah pinten. Gabah kering niku pinten pak?</i>	-		Positive Politeness: Strategy 4, use in identity markers
3.	People	ARB			
4.	ARB	a. Para petani itu adalah pahlawan-pahlawan bangsa. Kalau tidak ada petani mau makan nasi dari mana. b. Anak-anak petani nantinya harus bisa sekolah. Paling tidak sampai kelas 3 SMA. Jadi sekolah 12 tahun itu kita buat secara gratis. Hari esok harus lebih baik	a. Speaker b. Speaker	a. Positive Promise b. Negative Promise	a. Positive Politeness: Strategy 15, give gifts to the addressee (goods, sympathy, understanding, cooperation) b. Positive Politeness: Strategy 10, offer-promise

		dari hari ini. Insya allah nanti para petani lama makin mendapat perhatian.			
5.	Speaker	Jangan lupakan nasib petani. Mereka adalah pahlawan kehidupan. ARB membuka harapan, merangkul semua	Speaker	Negative FTA: Orders and request	Politeness Strategy: Strategy 15, give gifts to the addressee (goods, sympathy, understanding, cooperation)
6.	People	oke			

Advertisement 7: Jasa Para Presiden

No	Speaker	Utterances	Whose Face is Threatened	Face Threatening Act (Brown and Levinson 1987)	Politeness Strategy (Brown and Levinson 1987)
1.	Text	Pesan ARB bagi pemuda Indonesia	Speaker	Negative FTA: Suggestion and advice	Positive Politeness: Strategy 5, seek agreement
2.	ARB	a. Presiden kita ini sudah 6. Semua presiden meninggalkan <i>legacy</i> nya. Meninggalkan sesuatu yang baik bagi bangsa ini. Presiden Soekarno mempersatukan Indonesia. Presiden Soeharto memajukan ekonomi Indonesia. Presiden Habibie, Gusdur, Megawati, Presiden SBY memberikan <i>inej</i> Indonesia yang baik di dunia internasional. Apakah semua presiden itu sudah berhasil, tentu jawabnya belum. Tapi mereka sudah mencoba untuk bangsa ini. b. Saya harapkan kalian adalah generasi emas Indonesia yang pada 100 tahun Indonesia merdeka, 2045, kalianlah pemimpin-pemimpin bangsa Indonesia. Segala bidang.	a. Speaker b. Speaker	a. Positive FTA: Increases or rising of dangerously emotional topics that relate to politics, race and religion b. Negative FTA: Orders and request	a. Positive Politeness: Strategy 7, presuppose/raise/assert common ground b. Positive Politeness: Strategy 11, be optimistic
3.	Speaker	ARB			

4.1.2 Data Analysis

Advertisement 1 : ARB Pro Pedagang Kaki lima (ARB Pro Pedagang Kaki lima)

In this advertisement there are five utterances containing FTA and politeness strategies. There are follows:

1. *ARB, AbuRizal Bakrie. ARB sahabat pedagang kecil*

(ARB, Aburizal Bakrie, ARB friends of small seller)

a. FTA : -

Analysis : -

b. Politeness Strategy : Seek agreement (Positive Politeness)

Analysis :

This utterance contains seeking agreement strategy as one kinds of positive politeness in Politeness Strategy. The speaker uses this strategy to make the hearer agrees with his statement say indirectly.

2. *ARB siapa yang punya, ARB siapa yang punya, yang punya kaki lima*

(Who has ARB, Who has ARB, *kaki lima* has it)

a. FTA : Remaining (Negative FTA)

Analysis :

This utterances is included in a jargon because it is made by people who support ARB become a president. The jargon can give identity to people who support ARB and automatically reminds those people always support and choose the speaker become president

b. Politeness Strategy : Seek agreement and include both S&H in the activity (Positive Politeness)

Analysis :

This utterances contains two politeness strategies; first is seeking agreement and second is involving both S&H in the activity.

As a jargon, this utterance can make the hearer agree with this statement indirectly with the people statement “*yang punya kaki lima*”.

It looks like ARB is the friend of the lower people. Other utterances “ARB” and “*kaki lima*” make the speaker, ARB and the hearer, *kaki lima* in the same activity.

3. A. *Kita menyangkut rakyat Indonesia, kita menyangkut kepentingan anak-anak kita. Tidak ada warna kuning, tidak ada warna putih, tidak warna merah, tidak ada warna hijau, tidak ada warna biru, yang ada cuman satu ada merah putih.*

(We involve Indonesian people, we involve the importance of our children. No yellow, no white, no red, no green, no blue, there is just one, that is red white.)

a. FTA :-

Analysis :-

b. Politeness Strategy : Assert/pressuppose knowledge and include both S&H in the activity (Positive Politeness)

Analysis :-

In this utterance, the speaker, ARB wants to create intellegent person image to the hearer by using positive politeness strategy in

showing assert/pressuppose knowledge as seen in his statement about

“*merah putih*”. He uses the flag of Indonesia, merah putih as a tool to

unite all people in Indonesia because Indonesia is a multicultural country as seen in the statement “*tidak ada warna kuning, tidak ada warna putih, tidak warna merah, tidak ada warna hijau, tidak ada warna biru*” and they can be united by a symbol of the colour itself.

Meanwhile ARB uses another strategy by using “*kita*” to make him, the speaker and the hearer, people close to each other.

B. *Harus membela rakyat kecil. Harus membela pedagang kecil, membela pedagang kaki lima.*

(We must defend lower people. We must defend small seller, we must defend *kaki lima* seller.)

a. FTA : Promises (Negative FTA)

Analysis :

Here the speaker used “*membela*” to make promises to the hearer. In FTA promises is included in negative face. The speaker makes a negative face by promising in lower class people, like *rakyat kecil, pedagang kecil* and *pedagang kaki lima* to make the hearer give more attention to him because usually people as the hearer likes the president candidate who wants to help more lower class society.

b. Politeness Strategy : Offer-promises (Positive Politeness)

Analysis :

This utterances contains positive politeness by using offer-promises strategies. As one of the president candidates, the speaker must use promises as one of the important strategies. So in this

advertisement, the speaker promise that he always helps lower people, small seller and *pedagang kaki lima*.

3. *ARB, Aburizal Bakrie. ARB rakyat sejahtera. Bangsa maju.*

(ARB, AbuRizal Bakrie. ARB makes people prosperous. Makes nation more develop.)

a. FTA : -

Analysis : -

b. Politeness Strategy : -

Analysis : -

Advertisement 2: Motivasi Untuk Anak Bangsa (Motivation for Indonesian Children)

In this advertisement there are three utterances containing FTA and politeness strategies. There are follows:

1. *Pesan Aburizal Bakrie untuk anak Indonesia*

(Aburizal Bakrie's message for Indonesian children)

a. FTA : Suggestion and advice (Negative FTA)

Analysis :

Here the speaker wanted to give suggestion to the hearer as seen in the word "*pesan*" which means message. The speaker wanted to give message for the hearer (*rakyat Indonesia/Indonesian people*).

b. Politeness Strategy : Seek agreement (Positive Politeness)

Analysis :

In this utterance the speaker used seek agreement strategy to make the hearer agree indirectly with his statement. This kind of strategy usually use while the candidate doing campaign.

2. A. *Ayahnya bapak itu adalah anak seorang petani dan beliau hanya lulus sekolah rakyat, sekarang sekolah dasar. Beliau meninggal tahun 88, umur 72 tahun. Pada saat itu, si anak yang sekolah rakyat itu punya pegawai 10.000 orang.*

(My father is a farmer's son and he just graduated from *sekolah rakyat*, it is called elementary school nowadays. He passed away in 1988, on 72 years old. At that time, the kid who just finish *sekolah rakyat* had 10.000 employees.)

a. FTA : bringing a bad news or good news (boasting) about the speaker (positive FTA)

Analysis :

In this utterance the speaker told a story about his family. He chose his father's biography. The father of his father was just a farmer and just graduated from elementary school but his father became a successful person. The speaker uses this positive face by telling his father's story to make the hearer give more attention to him.

b. Politeness Strategy : -

Analysis :

B. *Kalau sekolah rakyat aja bisa, masak kalian yang sekolahnya di SMKN tidak bisa. Pasti bisa. Tidak ada yang tidak akan bisa kita capai kalau kita*

berani. Kita mesti berani bermimpi dan kemudian berani melangkah.

Berani berpikir. Berani bermimpi. Berani bertindak.

(If *sekolah rakyat* can do it, you who are studying in SMKN can do it. You must be able to do it. Nothing is impossible to reach if we are brave. We must be brave to dream and then brave to step up, brave to think, brave to dream, brave to do.)

a. FTA : Suggestions and advice (negative FTA)

Analysis :

Here, the speaker used negative face by giving suggestion and advice to the hearer which can be seen in the utterance "*tidak ada yang tidak akan bisa kita capai kalau kita berani. Kita mesti berani bermimpi dan kemudian berani melangkah. Berani berpikir. Berani bermimpi. Berani bertindak*". This utterance means everything can be reached if we are brave, brave to get the dream and then brave to step up, brave to think, dream and brave to do. This utterance came out in the advertisement while the speaker met and to gave some speech to high school students. The speaker compare the high school student with his father who just get elementary students level in a formal school but he could survive and be a succesfull person. So the students who get higher education than his father can be more than a succesfull person if they can survive and do what they want to be.

b. Politeness strategy : politeness-be optimistic (positive politeness)

Analysis :

In this utterance, the speaker used positive politeness strategy while doing his speech. The speaker wanted to make the hearer optimistic by his statement " *tidak ada yang tidak bisa kita capai*". This means nothing is impossible to reach. The speaker wanted the hearer to be optimistic person in the future life. We can be anything we want and successful.

Advertisement 3: *Rakyat Pahlawan Pembangunan* (People Are Development Heroes)

In this advertisement there are four utterances containing FTA and politeness strategies. There are follows:

1. *Dia merangkul dan membuka harapan. Dia membesarkan hati dan mengulurkan tangan persahabatan.*

(He embraces and opens the hope. He encourages his heart and lends a hand of friendship.)

a. FTA : Complimenting others (Positive FTA)

Analysis :

Here the speaker used Positive FTA by complementing others. We seen in the way that speaker use in utterances "embraces and opens the hope, encourage his heart and lends a hand of friendship". By use that utterances, the speaker make face like the hearer should complimenting to him because of his work that has been done.

b. Politeness Strategy : Offer, promise (Positive Politeness)

Analysis :

Here the speaker used positive politeness strategy to make the hearer more interested in this advertisement. He used offer-promise strategy as seen in “*Dia merangkul dan membuka harapan. Dia membesarkan hati dan mengulurkan tangan persahabatan*”. This means the speaker want to promise that he can help, give hope, open his heart and make a friendship to the hearer if he becomes a president.

2. *Para petani, para nelayan, para supir taksi, mereka juga adalah pahlawan pembangunan.*

(Farmers, fishermen, taxi drivers, they are heroes of development too.)

a. FTA : -

Analysis : -

b. Politeness Strategy : give gifts to the addressee (goods, sympathy, understanding, cooperation) (Positive Politeness)

Analysis :

Here, the speaker used positive politeness strategy by giving gift to the hearer. The speaker gave gifts about sympathy to lower class people like farmer, fisherman and driver. Usually people underestimate people who get those jobs, but in this advertisement the speaker called them heroes of development.

3. *Bagi ARB rakyat adalah tulang punggung Indonesia. Pedagang kecil, supir truk, hingga perawat dan guru sekolah. Kepada mereka semua kita harus berterima kasih.*

(for ARB people are bread maker of Indonesia. A small seller, a truck driver, until a nurse and a teacher. We must thank them.)

a. FTA : Expressing thanks (Negative FTA)

Analysis :

The speaker used negative face by expressing thanks as seen in the word "*kepada mereka semua kita harus berterima kasih*". This mean we must be thank them. They in this utterances refers to small scale sellers, drivers, nurses and teachers. The speaker used expressing thanks to the lower class to make good image that he is a polite person.

b. Politeness Strategy : Exaggerate and Include both S&H in the activity (Positive Politeness)

Analysis :

Here, the speaker used two positive politeness strategies. First is exaggerate as seen in "*kepada mereka semua kita harus berterima kasih*".

The speaker wanted to thank the lower class people like small sellers, drivers, nurses and teachers. Logically lower class people doing nothing.

They just the citizen who live in lower class but here the speaker exeggerated like they are heroes, doing something big for Indonesia.

Second it included both the speaker and the hearer in the activity as seen in "*kita*" or "*we*", which are the speaker ARB and the hearer Indonesian people.

4. *Salam ARB. ARB jos gandos.*

(*salam ARB. ARB jos gandos.*)

a. FTA

Analysis :

b. Politeness Strategy : Use in group identity markers (Positive Politeness)

Analysis :

Here the speaker wanted to make a slogan that described their identity markers. We can see in the utterances “ARB *jos gandos*”. As we know this is javanese language. The speaker used in group language “*jos gandos*” to make identity that the javanese people chose and supported him. This is one of the important ways to influence the hearer because the hearer who came from the same race, javanese people, choose the speaker to become a president.

Advertisement 4: Ibu (Mother)

In this advertisement there are four utterances containing FTA and politeness strategies. There are follows:

1. A. *Kalian tidak akan sampai disini. Ibu saya meninggal dunia tahun yang lalu. Saya sangat menghormati ibu saya, saya juga sangat menghormati ayah saya. Tapi saya tahu pengorbanan terbesar adalah pada seorang ibu. Pada ibu-ibu yang memberikan pendidikan-pendidikan di rumah tangga.*

(You never get here. My mother passed away last year. I am deeply respect my mother, I am deeply respect my father too. But I know the biggest sacrifice is on the mother. On the mothers who give knowledge at home.)

a. FTA: bringing a bad news or good news (boasting) about the speaker
(positive FTA)

Analysis:

This utterances contained positive face threatening acts. In this advertisement the speaker boasted about his mother's story and his respect way to his father. This kind of face can make the hearer respect the speaker with his story about his parents.

b. Politeness Strategy: seek agreement (positive politeness)

Analysis:

Here the speaker used seeking agreement strategy as one of positive politeness strategies. The speaker makes the hearer agree with this utterance indirectly about his mother's story and how to respect parents especially mother by thanking as seen in "*Saya harapkan kalian berterima kasih kepada ibu, apalagi surga di bawah telapak kaki ibu*". It means, I hope you thanks to your mother, even less heaven is under the mother's foot.

B. *Saya harapkan kalian berterima kasih kepada ibu, apalagi surga di bawah telapak kaki ibu.*

(I hope you thank to your mother, especially when heaven is under mother's foot.)

a. FTA: Suggestion and advice (Negative FTA)

Analysis:

Here the speaker use Negative FTA by giving Suggestion and advice as seen in the utterances “I hope you thank to your mother”. The speaker use suggestion and advice to creat that his face can give suggestion to the hearer.

b. Politeness Strategy : Notice, attend to addresse (his interest, wants, needs, goods) (Positive Politeness)

Analysis :

In this utterances the speaker used positive politeness strategy by use wants and interest strategy to the hearer. We can seen in the utterances “I hope”. Here the speaker want to give the hearer wants by giving suggestion about interest topic, mother. So the speaker can make the hearer interest because of the suggestion and the interest to rise up in this part of advertisement.

2. *Berbakti kepada orang tua, berbakti kepada ibu adalah kemuliaan hidup yang tertinggi. Jangan sia-siakan harapan mereka. Gantungkan cita-citamu setinggi langit.*

(Be loyal parents, loyal to our mother is the highest glory of life. Do not disssappoint them. Hang up your ambition to the sky.)

a. FTA : increases or rising of dangerously emotional topics that relate to politics, race and religion and negative-threats, warning, dares (positive FTA)

Analysis :

In this utterance the speaker used two kinds of FTA. First is positive face, rising of dangerously emotional topics that relate to politics,

race and religion. Here the speaker was rising a topic about how to give our loyalty to parents. This kind of topic makes a good face for the speaker. The hearer can know that the speaker respect his parents. The second is negative face, threats, warning, dares. This face can be seen in "jangan" and "gantungkan" means "do not" and "hang up". The speaker wanted to warn the hearer with the word "do not" to make the parents not to be disappointed with us and dares with the word "hang up" our dreams to make it comes true.

b. Politeness Strategy : seek agreement and exaggerate (positive politeness)

Analysis :

This utterance contained two strategies of positive politeness strategy. first is used seeking agreement strategy by rising up a safe topic. Here, the speaker used the safe topic about parents, for example must be polite, give respect and make the parents proud of us. Second is exaggerate, the speaker show the interest, approval and symphaty by giving hearer suggestion as seen in "do not waste their hope" and "hangs up your ambition to the sky"

3. ARB AbuRizal Bakrie

a. FTA :

Analysis :

b. Politeness Strategy : seek agreement (positive politeness)

Analysis :

This utterance contained positive politeness strategy. The speaker used seeking agreement strategy by always repeating his name in the beginning or the last part of his advertisement. This kind of strategy is very important to use when doing campaign in advertisement. By seeking agreement the speaker can influence the hearer indirectly.

Advertisement 5: *Tentang Bung Karno (About Bung Karno)*

In this advertisement there are three utterances containing FTA and politeness strategies. There are follows:

1. Bung Karno penggali paham kebangsaan Indonesia

(Bung Karno is the founder of Indonesian nationalism)

a. FTA : Increases or rising of dangerously emotional topics that relate to politics, race and religion (Positive FTA)

Analysis :

In this utterance the speaker used positive face by rising dangerously emotional topics about Bung Karno. Bung Karno is the first president of Indonesia. He is one of the important person because he made Indonesia independent. He built this country with nationalism so the speaker used Bung Karno as the main topic because the speaker wanted to make face that he can be the same as Bung Karno to build Indonesia to be a big country.

b. Politeness Strategy : Seek agreement (Positive Politeness)

Analysis :

This utterance contained positive politeness as one of politeness strategies. The speaker seeks agreement in his utterances in this advertisement about his thought about Bung Karno. The hearer must be agree with his statement indirectly that Bung Karno is one of the founder of Indonesian nationalism.

2. A. *Bung Karno menanamkan rasa kebangsaan dan persatuan dari bangsa Indonesia. Beliau mengatakan dari Sabang sampai Merauke bukan hanya untaian 4 kata. Bukan hanya juga gugusan kepulauan yang dihubungkan dengan lautan. Tapi yang lebih penting daripada itu kata Bung Karno adalah kesatuan cita-cita.*

(Bung Karno is instilling a sense of nationalism and unity of Indonesian.)

He said that the saying from Sabang to Merauke is not just string of four words. It is not just islands are connected by the sea but something more important than that, Bung Karno said unity is the future of goals.)

a. FTA : Increases or rising of dangerously emotional topics that relate to politics, race and religion (Positive FTA)

Analysis :

Here the speaker use positive FTA by rising of dangerously emotional topics about nationalism as seen in the utterances "*Bung Karno menanamkan rasa kebangsaan dan persatuan dari Bangsa Indonesia*". This means Bung Karno is one of the person who gave nationalism for Indonesia.

This kind of strategy make the hearer think that the speaker has high nationalism.

b. Politeness Strategy : Presuppose/raise/assert common ground
(Positive Politeness)

Analysis :

Here the speaker used raising strategy as one kind of positive politeness strategy. The speaker raised up the topic about Bung Karno who is known as “*proklamator*”, some one who has made Indonesia an Independent country. This kind of strategy is important while doing campaign because the hearer wants to see the nationalism of the president candidate. So this advertisement can make the hearer sure about their decision.

B. *Kesatuan kita untuk menuju Indonesia yang maju. Menuju Indonesia yang bersatu. Indonesia yang sejahtera. Indonesia yang modern.*

(Our united makes Indonesia more advance. It goes towards the advance of Indonesia, it makes Indonesia more prosperous. It makes Indonesia more modern.)

a. FTA : Promises (Negative FTA)

Analysis :

Here, the speaker use negative FTA by promises to the hearer as seen in the utterances, “*Menuju Indonesia yang maju. Menuju Indonesia yang bersatu. Menuju Indonesia yang modern*”. The speaker promise if the hearer chose him to be a president, he want to make Indonesia prsperous, united and modern. This kind of face make the hearer more thinking about

the speaker that they must chose the candidate who can make the promise to be real.

b. Politeness Strategy : Be optimistic (Positive Politeness)

Analysis :

This utterance contained positive politeness strategy. The speaker used be optimistic strategy as seen in “*Menuju Indonesia yang bersatu.*

Indonesia yang sejahtera. Indonesia yang modern”. The speaker was optimistic that in the future Indonesia becomes united country, prosperous, and modern if the speaker is chosen as a president.

Advertisement 6: *Petani Pahlawan Bangsa* (Farmer Is National Hero)

In this advertisement there are seven utterances containing FTA and politeness strategies. There are follows:

1. *ARB menyapa petani*

(ARB greeting the farmer)

a. FTA : -

Analysis : -

b. Politeness Strategy : -

Analysis : -

2. *Sekarang itu gabah kering giling itu piro?. Piro itu bahasa kasar bahasa alusnya apa ya?. Pinten. Pinten, ah pinten. Gabah kering giling niku pinten pak?*

(Nowadays, how much dry grain? (*piro* is how much in javanese language).

Piro is slank, what is the correct one? *pinten*. (how much). *Pinten*, ah

pinten. Gabah kering giling *niku pinten* pak?. (how much is dry grain sir?)

a. FTA : -

Analysis : -

b. Politeness Strategy : Use in identity markers (Positive Politeness)

Analysis :

This utterance contained positive politeness strategy. The speaker used identity markers by using javanese language as seen in “*piro, alus, and pinten*”. In this advertisement the speaker was doing some dialogues with traditional farmers. So the speaker used group language and dialect to create the image that he respected the hearer language and dialect.

3. ARB

a. FTA : -

Analysis : -

b. Politeness Strategy :-

Analysis : -

4. A. *Para petani itu adalah pahlawan-pahlawan bangsa. Kalau tidak ada petani mau makan nasi dari mana.*

(Farmer are national hero. If they do not exist, where do we get rice to eat.)

a.FTA : -

Analysis :

b. Politeness Strategy : Give gifts to the hearer (goods, sympathy, understanding, cooperation) (Positive Politeness)

Analysis :

In this utterance the speaker used positive politeness by giving gift to the addressee. The speaker gave sympathy to the addressee, which were *petani* or farmers by rising up their status become “national heroes”. This strategy makes the hearer, farmers feel like they get more sympathy from the speaker.

B. *Anak-anak petani nantinya harus bisa sekolah. Paling tidak sampai kelas 3 SMA. Jadi sekolah 12 tahun itu kita buat secara gratis. Hari esok harus lebih baik dari hari ini. Insya allah nanti para petani makin lama makin mendapat perhatian.*

(In the future, farmer’s children should go to school. At least until they are in the third grade of high school. So we want to make 12 years of school time for free. The future must be better than now. *Insya Allah*, in the future farmers will get more attention.)

a. FTA : Promises (Negative FTA)

Analysis :

Here the speaker used negative face by promising as seen in the utterance “*jadi sekolah 12 tahun itu kita buat secara gratis*”. The speaker promised that he would make free school for farmer’s children. He wanted to pay attention more to farmer’s life. This face is usually used in campaign

advertisements. Promises to the hearer is so important to get attention and to make them choose the president candidate.

b. Politeness Strategy : offer promises (positive politeness)

Analysis :

In this utterance, the speaker used offer promises strategy to get attention from the hearer. We can see in this utterances that he wanted to pay attention more to farmer's life by giving their children free school for 12 years until the children finish high school. Here the speaker promises to change the farmer's life to be better than before.

5. *Jangan lupa nasib petani. Mereka adalah pahlawan kehidupan. ARB membuka harapan, merangkul semua.*

(do not forget the fate of farmers. They are the heroes of life. ARB opens the hope, embracing all.)

a. FTA : orders and request (negative FTA)

Analysis :

This utterance contained negative FTA. The speaker used orders and request as seen in the utterances "*jangan*". The speaker orders that we must not forget farmer's life. The speaker used this negative face to make the hearer thought that he cared about farmers. It can create good image for the speaker while doing campaign.

b. Politeness Strategy: give gifts to the addressee (positive politeness)

Analysis:

Here the speaker used positive politeness strategy by giving gifts to the addressee. The speaker gave sympathy to the farmer as seen in the utterance “*Jangan lupakan nasib petani. Mereka adalah pahlawan kehidupan*”. This utterances means that we do not forget farmer’s life because they are heroes of life.

6. oke

a. FTA : -

Analysis : -

b. Politeness Strategy : -

Analysis : -

Advertisement 7: *Jasa Para Presiden* (Merit of President)

In this advertisement there are three utterances containing FTA and politeness strategies. There are follows:

1. *Pesan ARB bagi pemuda Indonesia*

(ARB’s message for young generation of Indonesia)

a. FTA : Suggestion and advice (Negative FTA)

Analysis :

Here the speaker wanted to give suggestion to the hearer as seen in the word “*pesan*” which means message. The speaker wanted to give message to the hearer, young generation of Indonesia.

b. Politeness Strategy : Seek agreement (Positive Politeness)

Analysis :

In this utterance the speaker used seek agreement strategy as one of positive politeness strategies. The speaker used this strategy to make the hearer agree with his statement indirectly. The speaker liked to give some message to young generation of Indonesia and as the hearer we listen to the message indirectly whether we approve it or not.

2. A. *Presiden kita ini sudah 6. Semua presiden meninggalkan legacy nya.*

Meninggalkan sesuatu yang baik bagi bangsa ini. Presiden Soekarno mempersatukan Indonesia. Presiden Soeharto memajukan ekonomi Indonesia.

Presiden Habibie, Gusdur, Megawati, Presiden SBY memberikan imej Indonesia yang baik di dunia internasional. Apakah semua presiden itu sudah berhasil, tentu jawabnya belum. Tapi mereka sudah mencoba untuk bangsa ini.

(We had six presidents. All presidents left their legacy. Left something good to this country. President Soekarno united Indonesia. President Soeharto made the economy of Indonesia more developed. President Habibie, Gus Dur, Megawati, President SBY give good image in international. Would have all the presidents succeeded? The answer is not yet of course. But they have already tried to do good thing for this country.)

a. FTA : Increases or rising of dengerously emotional topics that relate to politics, race and reigion (Positive FTA)

Analysis :

This utterance contained positive FTA by using increses or rising of dengerously emotional topics that relate to politics, race and reigion. Here, the speaker increases emotional topics that related to politics about

presidents of Indonesia one by one. The speaker described the legacy of the presidents. Such as in the utterance, *Presiden Soeharto memajukan ekonomi Indonesia*, means, president Soeharto made the economy of Indonesia progress.

b. Politeness Strategy : Presuppose/ raise/ assert common ground

(Positive Politeness)

Analysis :

Here, the speaker used positive politeness strategy by raise common ground about the political topic. The speaker raised up a topic about the legacy of Indonesian presidents. The speaker wanted to talk for a while to get interest from hearer.

B. *Saya harapkan kalian adalah generasi emas Indonesia yang pada 100 tahun Indonesia merdeka, 2045, kalianlah pemimpin-pemimpin bangsa Indonesia. Segala bidang.*

(I hope you are golden generation of Indonesia when 100 years Indonesia celebrate the independent day, in 2045, you are the leader of Indonesia. In any sector.)

a. FTA : Orders and request (Negative FTA)

Analysis :

This utterance used negative FTA by orders and request. We can see in the utterance "*saya harapkan*" or means "I hope". The speaker wanted to order that he hoped young generation of Indonesia can be a golden leader 100 years later.

b. Politeness Strategy: Be optimistic (Positive Politeness)

Analysis:

Here, the speaker used positive politeness strategy to make the hearer attentive to his advertisement. The speaker used be optimistic strategy as seen in the utterances "*kalianlah pemimpin-pemimpin bangsa Indonesia*". This means the speaker was optimistic that the young generation of Indonesia can be good leaders in the future. In this advertisement the speaker wanted to make the hearer especially young generation be optimistic to get bright future.

3. ARB

a. FTA : -

Analysis : -

b. Politeness Strategy : -

Analysis : -

4.2 Discussion

The discussion part presents the analysis of finding based on the data analysis. After analyzing videos of presidential campaign of Aburizal Bakrie advertisements which were taken from www.youtube.com in March 2014, the researcher found some types of positive face threatening act, negative face threatening act and positive politeness strategy based on Brown and Levinson theory (1987).

Based on the data analysis, the researcher found that from 30 utterances have FTA and politeness strategy. There are 18 utterances containing face

threatening acts: 11 negative face threatening act and 7 positive face threatening act. Based on Brown and Levinson theory, the researcher found some types of negative face threatening act; 2 orders and request, 4 suggestion and advice, 1 remaindings, 3 promises and 1 expressing thanks. For positive face threatening act, there are 3 types; 2 bringing a bad news or good news (boasting) about the speaker, 4 increases or rising of dangerously emotional topics that relate to politics, race and religion and 1 complimenting others. While in politeness strategy, the researcher found 29 utterances containing positive politeness strategy which are; 1 notice-attend to the addressees, 1 exaggerate, 2 use in group identity markers, 9 seek agreement, 2 presuppose/raise/assert common ground, 1 assert or presuppose the speaker's knowledge of and concern for addressee's wants, 3 offer-promise, 4 be optimistic, 3 include both S&H in the activity and 3 give gifts to the hearer.

From the analysis, the researcher concludes that in all of these advertisements, the speaker mostly use negative face threatening act more than positive face threatening act. For the types of negative face always used is suggestion and advice. In this advertisements, the speaker always want to give suggestion advice to the hearer. While for politeness strategy, the researcher did not find that the speaker used negative politeness strategy. The speaker is used positive politeness strategy in all advertisements. The strategy that mostly used in all advertisements is seek agreement. Here, the speaker wanted to seek agreement for the hearer indirectly.

Related to the two previous studies, there are similarities and differences between this study and previous studies. In this study the researcher found the types of FTA and politeness strategy. The first previous study is *Politeness Strategy Used by the President Candidate of Indonesia in 2009 Political Advertisement* by Mulyowati (2009). She analysed three persons and found Jusuf Kalla performed more frequently FTA's and politeness strategies than Megawati and Susilo Bambang Yudhoyono. It is similar with this study because the data were taken from video of advertisement that has been shown on television before.

The second previous study is *Politeness Strategies Performed by lectures in Proposal Seminar in English Study Program Faculty of Cultural Studies at Universitas Brawijaya* by Putri (2014). In her study, she found 70 utterances containing FTA and 31 utterances containing bald record. Here, the researcher just analyze one person, Aburizal Bakrie, who wanted to be president candidate in 2014 election. In this study, the researcher found types of negative and positive face threatening acts. While for politeness, the researcher just found positive politeness used by the speaker.

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion and suggestion to the reader, especially to the people who have concerned on pragmatics study especially on politeness strategy, and for the next researchers who are interested in this field of study.

5.1 Conclusion

After discussing the result of analysis, there are five types of negative face threatening acts, three types of positive face threatening acts and ten types of positive politeness strategy. The types of negative face threatening act are orders and request, suggestion and advice, reminders, promises and expressing thanks. For the types of positive face threatening act are bringing a bad news or good news (boasting) about the speaker, increases or rising of dangerously emotional topics that relate to politics, race and religion and complimenting others. While the types of positive politeness strategy are notice-attend to the addressees, exaggerate, use in group identity markers, seek agreement, presuppose/raise/assert common ground, assert or presuppose the speaker's knowledge of and concern for addressee's wants, offer-promise, be optimistic, include both S&H in the activity and give gifts to the hearer.

From the 18 utterances analysed, in the term of face threatening act 11 utterances belongs to negative face threatening act, 2 utterances belongs to orders

and request, 4 utterances belongs to suggestion and advice, 1 utterances belongs to remaindings, 3 utterances belongs to promises and 1 utterances belongs to expressing thanks. Others 7 utterances are belongs to positive face threatening act, 2 utterences belongs to bringing a bad news or good news (boasting) about the speaker, 4 utterences belongs to increases or rising of dangerously emotional topics that relate to politics, race and religion and 1 utterances belongs to complimenting others. While in politeness strategy, the researcher found that 29 utterances belongs to positive politeness strategy, 1 utterances belongs to exaggerate, 2 utterances belongs to use in group identity markers, 9 utterances belongs to seek agreement, 2 utterances belongs to presuppose/raise/assert common ground, 1 utterances belongs to assert or presuppose the speaker's knowledge of and concern for addressee's wants, 3 utterances belongs to offer-promise, 4 utterances belongs to be optimistic, 3 utterances belongs to include both S&H in the activity and 2 utterances belongs to give gifts to the hearer.

In this study, the researcher found that the speaker mostly use negative positive face and positive politeness strategy. While the most frequent negative face is suggestion and advice. The speaker wanted creat his face by always gived suggestion and advice to the hearer. While the most frequent positive face is seek agreement because the speaker wanted to seek agreement for the hearer indirectly while doing campaign in the advertisement. The researcher did not find negative politeness strategy. From the result, the researcher conclude that this presidential campaign of Aburizal Bakrie advertisement produced many negative face and positive politeness strategies. Positive politeness strategy is very important for the

speaker while doing campaign in advertisement but in other way, the speaker did not avoid to use negative face threatening act.

5.2 Suggestion

This research focused on politeness strategy in presidential campaign of Aburizal Bakrie based on Brown and Levinson theory (1987). Related to the result of this research, the researcher would like to offer some suggestions to develop reader's knowledge. Based on the results of this study, the researcher suggests that people who watch this advertisement to know and understand more deeply about politeness strategy which are used and performed by the speaker. It is very important for the people to know more closely about the personality of the speaker as president candidate and to be a smart elector after know what kind of face and politeness strategy that speaker shows. While for the the next researchers, who investigate the same area of study use another theory of politeness strategy. For the next researcher who wants to analyze the same object, advertisement, the rearcher suggest to analyze another aspect of the object advertisement for example advertisement on radio or utterances in the text advertisement like billboard, magazine and newspaper. Afterwards, the next researchers may use other objects to be analyzed in terms of politeness strategy, such as movies, novels, or short stories which have interested topics.

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<http://www.youtube.com/watch?v=o-KrIDLxAVU>

<http://www.youtube.com/watch?v=hxXEXFVKWb8>





APPENDICES

Appendix 1

The utterances 2014 presidential campaign of Aburizal bakrie advertisements (Indonesian version)

1. Iklan calon presiden Aburizal Bakrie “Pro Pedagang Kaki 5” (5 Maret 2013) <http://www.youtube.com/watch?v=JrZpnGYZa-s>

1.1 Pembicara: ARB, AbuRizal Bakrie. ARB sahabat pedagang kecil

1.2 Masyarakat: ARB siapa yang punya, ARB siapa yang punya, yang punya kaki lima.

1.3 Aburizal Bakrie: Kita menyangkut rakyat Indonesia, kita menyangkut kepentingan anak-anak kita. Tidak ada warna kuning, tidak ada warna putih, tidak ada warna merah, tidak ada warna hijau, tidak ada warna biru, yang ada cuman satu ada merah putih. Harus membela rakyat kecil. Harus membela pedagang kecil, membela pedagang kaki lima.

1.4 Pembicara: ARB, AbuRizal Bakrie. ARB rakyat sejahtera. Bangsa maju.

2. Iklan calon presiden Aburizal Bakrie “Motivasi Untuk Anak Indonesia” (26 April 2013) <http://www.youtube.com/watch?v=vwQ6aqPxV98>

2.1 Text: Pesan Aburizal Bakrie untuk siswa Indonesia

2.2 Aburizal Bakrie: Ayahnya bapak itu adalah anak seorang petani dan beliau hanya lulus sekolah rakyat, sekarang sekolah dasar. Beliau meninggal tahun 1988, umur 72 tahun. Pada saat itu, si anak yang sekolah rakyat itu punya pegawai 10.000 orang. Kalau sekolah rakyat aja bisa, masak kalian yang sekolahnya di SMKN tidak bisa. Pasti bisa. Tidak ada yang tidak akan kita capai kalau kita berani. Kita mesti berani bermimpi dan kemudian berani melangkah. Berani berpikir. Berani bermimpi. Berani bertindak.

3. Iklan Calon presiden Aburizal Bakrie “Rakyat Pahlawan Pembangunan”

(30 Mei 2013) <http://www.youtube.com/watch?v=IsdnI1q8NE>

3.1 Pembicara: Dia merangkul dan membuka harapan. Dia membesarkan hati dan mengulurkan tangan persahabatan.

3.2 Aburizal Bakrie: Para petani, para nelayan, para supir taksi, mereka juga adalah pahlawan pembangunan.

3.3 Pembicara: Bagi ARB rakyat adalah tulang punggung Indonesia. Pedagang kecil, supir truk, hingga perawat dan guru sekolah. Kepada mereka semua kita harus berterima kasih.

3.4 Masyarakat: Salam ARB. ARB *jos gandos*.

4. Iklan calon presiden Aburizal bakrie Juli 2013 “ Ibu” (1 Juli 2013)

<http://www.youtube.com/watch?v=7Xq4CimbOr8>

4.1 Aburizal bakrie : Kalian tidak akan sampai disini. Ibu saya meninggal dunia tahun yang lalu. Saya sangat menghormati ibu saya, saya juga sangat menghormati ayah saya. Tapi saya tahu pengorbanan terbesar adalah pada seorang ibu. Pada ibu-ibu yang memberikan pendidikan-pendidikan di rumah tangga. Saya harapkan kalian berterima kasih kepada ibu, apalagi surga di bawah telapak kaki ibu.

4.2 Pembicara: Berbakti kepada orang tua, berbakti kepada ibu adalah kemuliaan hidup yang tertinggi. Jangan sia-siakan harapan mereka. Gantungkan cita-citamu setinggi langit.

4.3 Pembicara: ARB AbuRizal Bakrie

5. Iklan calon presiden Aburizal Bakrie “Tentang Bung Karno” (27 Januari

2014) <http://www.youtube.com/watch?v=UhZUPrB5YfE>

5.1 Text: Bung Karno penggali paham kebangsaan Indonesia

5.2 Aburizal Bakrie: Bung Karno menanamkan rasa kebangsaan dan persatuan dari bangsa Indonesia. Beliau mengatakan dari sabang sampai merauke bukan hanya untaian 4 kata. Bukan hanya juga

gugusan kepulauan yang dihubungkan dengan lautan. Tapi yang lebih penting daripada itu kata Bung Karno adalah kesatuan cita-cita. Kesatuan kita untuk menuju Indonesia yang maju. Menuju Indonesia yang bersatu. Indonesia yang sejahtera. Indonesia yang *modern*.

6. Iklan calon presiden Aburizal Bakrie “Petani Pahlawan Bangsa” (27 Januari 2014) http://www.youtube.com/watch?v=7IhJdx-Fn_M

6.1 Text: ARB menyapa petani

6.2 Aburizal Bakrie: Sekarang itu gabah kering giling itu *piro*? *Piro* itu bahasa kasar bahasa *alusnya* apa ya?

6.3 Masyarakat: *Pinten*.

6.4 Aburizal Bakrie: *Pinten*, ah *pinten*. Gabah kering giling *niku pinten* pak?.

6.5 Masyarakat: ARB

6.6 Aburizal Bakrie: Para petani itu adalah pahlawan-pahlawan bangsa. Kalau tidak ada petani mau makan nasi dari mana. Anak-anak petani nantinya harus bisa sekolah. Paling tidak sampai kelas 3 SMA. Jadi sekolah 12 tahun itu kita buat secara gratis. Hari esok harus lebih baik dari hari ini. Insya allah nanti para petani makin lama makin mendapat perhatian.

6.7 Pembicara: Jangan lupakan nasib petani. Mereka adalah pahlawan kehidupan. ARB membuka harapan, merangkul semua

6.8 Masyarakat: Oke

7. Iklan calon presiden Aburizal Bakrie “Jasa Para Presiden” (27 Januari 2014) <http://www.youtube.com/watch?v=o-KrIDLxAVU>

7.1 Text: Pesan ARB bagi pemuda Indonesia

7.2 Aburizal Bakrie: Presiden kita ini sudah 6. Semua presiden meninggalkan *legacy* nya. Meninggalkan sesuatu yang baik bagi bangsa ini. Presiden Soekarno mempersatukan Indonesia. Presiden

Soeharto memajukan ekonomi Indonesia. Presiden Habibie, Gus Dur, Megawati, Presiden SBY memberikan *imej* Indonesia yang baik di dunia internasional. Apakah semua presiden itu sudah berhasil, tentu jawabnya belum. Tapi mereka sudah mencoba untuk bangsa ini. Saya harapkan kalian adalah generasi emas Indonesia yang pada 100 tahun Indonesia merdeka, 2045, kalianlah pemimpin-pemimpin bangsa Indonesia. Segala bidang.

7.3 Pembicara: ARB



Appendix 2

The utterances 2014 presidential campaign of Aburizal Bakrie advertisements (English version)

1. The advertisement of president candidate Aburizal Bakrie “Pro *Pedagang Kaki 5*” (5 March 2013) <http://www.youtube.com/watch?v=JrZpnGYZa-s>
 - 1.1 Speaker: ARB, AbuRizal Bakrie. ARB friends of small vendors
 - 1.2 People: Who has ARB, Who has ARB, *kaki lima* has it,
 - 1.3 Aburizal Bakrie: We involve Indonesian people, we involve the importance of our children. No yellow, no white, no red, no green, no blue, there is just one that is red white. We must defend the lower people. We must defend small seller, defend *kaki lima* seller.
 - 1.4 Speaker: ARB, AbuRizal Bakrie. ARB makes people prosperous. Makes nation more develop.
2. The advertisement of president candidate Aburizal Bakrie “Motivation For Indonesian Children” (26 April 2013) <http://www.youtube.com/watch?v=vwO6aqPxV98>
 - 2.1 Text: Aburizal Bakrie’s message for Indonesian children
 - 2.2 Aburizal Bakrie: My father is a farmer’s son and he just graduated from *sekolah rakyat*, it is called elementary school nowadays. He passed away in 1988, in 72 years old. His company had 10.000 employees. If *sekolah rakyat* can do it, you who are studying in SMKN is not imposible can do it. You must be able to do it. Nothing is imposible to reach if we are brave. We must be brave to dream and then brave to step up, brave to think brave to dream, brave to do.
3. The advertisement of president candidate Aburizal Bakrie “People Are Development Heroes” (30 Mei 2013) <http://www.youtube.com/watch?v=IsdnI1q8NE>

3.1 Speaker: He embraces and opens the hope. He encourages his heart dan lends a hand of friendship.

3.2 Aburizal Bakrie: Farmers, fishermen, taxi drivers, they are heroes of development too.

3.3 Speaker: For ARB people are bread maker of Indonesia. Small seller, truck driver, until nurse and teacher. We must thank them.

3.4 People: *Salam* ARB. ARB *jos gandos*.

4. The advertisement of president candidate Aburizal Bakrie “Mother” (1 Juli 2013) <http://www.youtube.com/watch?v=7Xq4CimbOr8>

4.1 Aburizal bakrie : You never get here. My mother passed away last year. I deeply respect my mother, I deeply respect my father too. But I know the biggest sacrifice is on the mother. On the mothers who give knowledge at home. I hope you thank your mother, especially when heaven is under mother’s foot.

4.2 Speaker: Be loyal to parents, loyal to our mother is the highest glory of life. Do not disappoint them. Hang up your ambition to the sky.

4.3 Speaker: ARB AbuRizal Bakrie

5. The advertisement of president candidate Aburizal Bakrie”About Bung Karno” (27 January 2014)

<http://www.youtube.com/watch?v=UhZUPrB5Yfe>

5.1 Text: Bung Karno is the founder of Indonesian nationalism

5.2 Aburizal Bakrie: Bung Karno is instilling a sense of nationalism and unity of Indonesian. He said that the saying from Sabang to Merauke is not just string of four words. It is not just islands connected by the sea but something more important than that, Bung Karno the said unity is future of goals. Our being united makes Indonesia more advanced. It goes towards the advance of

Indonesia, it makes Indonesia more prosperous. It makes Indonesia more modern.

6. The advertisement of president candidate Aburizal Bakrie “Farmer Is National Heroes” (27 January 2014)

http://www.youtube.com/watch?v=7lhJdx-Fn_M

- 6.1 Text: ARB greeting the farmer
- 6.2 Aburizal Bakrie: Nowadays, how much is the price of dry grain? (*piro* is how much in javanese language). *Piro* is slang, what is the correct one?
- 6.3 People: *Pinten*. (how much)
- 6.4 Aburizal Bakrie: *Pinten*, ah *pinten*. Gabah kering giling *niku pinten* pak?. (how much is dry grain sir?)
- 6.5 people: ARB
- 6.6 Aburizal Bakrie: Farmer are national heroes. If they do not exist, where do we get rice to eat. In the future, farmer’s children should go to school. At least until they are in the third grade of high school. So we want to make 12 years of school time for free. The future must be better than now. *Insya Allah*, in the future farmers will get more attention.
- 6.7 Speaker: Do not forget the fate of farmers. They are the heroes of life. ARB opens the hope, embracing all.
- 6.8 People: Oke

7. The advertisement of president candidate Aburizal Bakrie “Merit Of President” (27 Januari 2014)

<http://www.youtube.com/watch?v=o-KrIDLxAVU>

- 7.1 Text: ARB’s message for young generation of Indonesia
- 7.2 Aburizal Bakrie: We had six presidents. All presidents left their legacy. Left something good to this country. President Soekarno united Indonesia. President Soeharto made the economy of

Indonesia more developed. President Habibie, Gus Dur, Megawati, President SBY give good image in international. Would have all the presidents succeeded? The answer is not yet of course. But they have already tried to do good things for this country. I hope you are the golden generation of Indonesia when 100 years Indonesia celebrate its independent day, in 2045, you are the leader of Indonesia. In any sector.

7.3 Speaker: ARB



Appendix 3: Berita Acara Bimbingan Skripsi



**KEMENTERIAN PENDIDIKAN NASIONAL
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BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Novia Pahlevi
2. NIMs : 105110101111012
3. Program Studi : Sastra Inggris
4. Topik Skripsi : Pragmatics
5. Judul Skripsi : Politeness Strategy Found In The 2014 Presidential Campaign Of Aburizal Bakrie Advertisements.
6. Tanggal Mengajukan : 13 Maret 2014
7. Tanggal Selesai : 26 Januari 2015
8. Nama Pembimbing : I. Dr. Indah Winarni, M.A.
II. Dra. Endang Sasanti, M.A.
9. Keterangan Konsultasi :

No.	Tanggal	Materi	Pembimbing	Paraf
1.	13 Maret 2014	Pengajuan judul & Outline	Pembimbing I	
2.	3 April 2014	Konsultasi Bab I-III	Pembimbing I	
3.	16 April 2014	Konsultasi Revisi Bab I-III	Pembimbing I	
4.	1 Mei 2014	Konsultasi Revisi Bab I-III	Pembimbing I	
5.	7 Mei 2014	Konsultasi Revisi Bab I-III & ACC ke Pembimbing II	Pembimbing I	
6.	23 Mei 2014	Konsultasi Bab I-III	Pembimbing II	
7.	6 Juni 2014	Konsultasi Revisi Bab I-III	Pembimbing II	
8.	11 Juni 2014	Konsultasi Revisi Bab I-III	Pembimbing II	

9.	20 Juni 2014	Konsultasi Revisi Bab I-III	Pembimbing II
10.	6 Agustus 2014	ACC Seminar Proposal	Pembimbing I
11.	8 Agustus 2014	ACC Seminar Proposal	Pembimbing II
12.	14 Agustus 2014	Seminar Proposal	Pembimbing I
13.	14 Agustus 2014	Seminar Proposal	Pembimbing II
14.	22 Oktober 2014	Revisi Setelah Seminar Proposal Bab I-III	Pembimbing I
15.	31 Oktober 2014	Revisi Setelah Seminar Proposal Bab I-III	Pembimbing II
16.	5 November 2014	Konsultasi Bab IV-V	Pembimbing I
17.	19 November 2014	Konsultasi Revisi Bab IV-V	Pembimbing I
18.	2 Desember 2014	Konsultasi Bab IV-V	Pembimbing II
19.	9 Desember 2014	Konsultasi Revisi Bab IV-V	Pembimbing II
20.	12 Desember 2014	ACC Seminar Hasil	Pembimbing I
21.	12 Desember 2014	ACC Seminar Hasil	Pembimbing II
22.	17 Desember 2014	Seminar Hasil	Pembimbing I
23.	17 Desember 2014	Seminar Hasil	Pembimbing II
24.	26 Desember 2014	ACC Ujian Skripsi	Pembimbing I
25.	26 Desember 2014	ACC Ujian Skripsi	Pembimbing II

26.	8 Januari 2015	Ujian Skripsi	Pembimbing I
27.	8 Januari 2015	Ujian Skripsi	Pembimbing II
28.	13 Januari 2015	Konsultasi Revisi Bab I, II, III, IV, V	Pembimbing I
29.	16 Januari 2015	Konsultasi Revisi Bab I, II, III, IV, V	Pembimbing II
30.	19 Januari 2015	ACC penjilidan skripsi	Pembimbing I
31.	19 Januari 2015	ACC penjilidan skripsi	Pembimbing II

10. Telah dievaluasi dan diuji dengan nilai:



Malang, 26 Januari 2015

Dosen Pembimbing I

Dosen Pembimbing II

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