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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brapahlevi, Novia. 2014. Politeness Strategy Found in the 2014 as Brawijaya ers | **Presidential Campaign of Aburizal Bakrie Advertisements.** Study Program of sitas Brawijaya English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya, Malang. Supervisor: Indah Winarni. Co-Supervisor: Endang Sasanti. Universi Key words: Politeness, Face Threatening Act, Politeness Strategy and Aburizalsidas Brawijaya Universitas Brawija Bakrieniversitas Universitas Brawijaya Universitas Brawijaya 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 ers who must be use politeness strategy is politicians. Nowadays, politician doing the Br University political campaign is by use advertisement as a tool to promote themself. There it as B 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). Sites 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 Universitor rising of dangerously emotional topics that relate to politics, race and religionsities Br and complimenting others. While in politeness strategies, the researcher found that 29 utterances containing positive politeness strategy which are; 1 noticeattend 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, stas Brawllay Universitinclude both S&H in the activity and 3 give gifts to the hearer. The researcher did it as B 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. Universitas Bratt is very important for the people to know more closely about the sitas Brawijaya Universi personality of the speaker as president candidate and to be a smart elector afters it as 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 Universitand newspaper. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brancia R Universit 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. Universi Kata Kunci: kesopanan, perbuatan mengancam muka, strategi kesopanan dan iversitas Br Universitas Brawij Aburizal Bakrietas Brawijaya Universitas Brawijaya Universitas Brawijaya 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, Universi politisi melakukan kampanye politik lewat iklan sebagai alat Uuntuksitas 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 mengancamsitas Brawii 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, sitas Brawijaya menambahkan atau menaikkan topik emosional yang berbahaya terkait dengan itas R politik, ras dan agama, dan memuji orang lain. Sedangkan di dalam strategi kesopanan, peneliti menemukan 29 kalimat mengandung strategi kesopanan peringatan-mengurus untuk pendengar, melebih-lebihkan, positif yakni S menggunakan identitas grup, mencari jaypersetujuan, sitas Brawijaya 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 sitas Brawijaya Universi ini, kebanyakan pembicara menggunakan perbuatan mengancam muka negatif dansitas Brawijaya starategi kesopanan positif.

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Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universit I.1 Background of the study Universitas Brawijava Universitas Brawijava Universitas Brawijaya Language is a tool of communication and has a social function to help Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi humans to interact with others. Language helps people to deliver message, idea, sitas Brawijaya feelings, and also opinion in term of communication. The level of communication Brawijaya kijaya Universitas Brawijaya skill differentiates people in the way they communicate with others in terms of Universi age, social class, culture, and situation. There are two kinds of language that sitas Brawijay people normally use, verbal and non-verbal language. Verbal language is a Universitlanguage that is produced directly when the speaker speaks or writes, while non sitas Brawijaya Universityerbal language is a language that is produced indirectly when the speaker communicates with others, for example gestures or body language. In the social Universitinteraction people use more verbal language than non verbal-language. Whilesitas Brawijaya doing verbal language they need to know "the rule" of doing communication because it affects their lives. One of the important things is politeness. Universitas Brawijaya Universitas BraPoliteness is one of the subjects that are studied in Pragmatics./Yule (1996;sitas B Universities Brawijaya Universit "Pragmatics is concerned with the study of meaning as communicated by asitas Brawijaya Universitas Brawijaya the relation between language and context. While politeness is an act from the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay Universi speaker (verbal or non-verbal language) that could make the addressee feels at sit as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** ease. In this case, Brown and Levinson (1987) propose politeness strategies as the Universitas Brawijaya Universitas Brawijaya Universitas Universitinstrument while doing politeness. According to Brown and Levinson (1987), sitas "politeness strategy is a strategy used to avoid or minimize the Face Threatening Universit Acts (FTA) that the speaker makes". Politeness strategies can make the speakers it as Brawijaya Universitas Brawijaya University want to create the best image for themselves in society. Because of the important Stras Br Universithings ain creating image, some important people such as public figures; sitas actresses/actors, president, politicians, etc use politeness strategies. Politicians means people who are participating or working in the area of Universi politics. One of the important events for politicians is political campaign. Political sitas campaign is an organized event of politics which aims to influence the public in Universit decision making process within a specific group. For the campaign, politicians itas usually use advertisement to introduce or promote themselves. It can influence the University public opinion. Advertisement is very important nowadays because it is one of the Sitas Brawijaya Universitools for people who want to promote something. Advertisement is the most affective way to promote something because advertisement is always shows in Universitmedia.aw Universitas Br 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 ersitas Brawijava Universitas Brawijava Universitas Brawijava University get their attention or change their presception about one product. "Advertisement as Br Universitas Brawijaya (Oxford Advanced Learner's Dictionary, 2014, P.2). Nowadays media become Universi necessary in human life because they have a significant role in strengthening the Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University Society. According to Oxford Advanced Learner's Dictionary, Media is the main Sitas Brawijaya ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University ways that large numbers of people receive information and entertainment, that is sit as television, radio, newspaper and the internet. Whereas the definition of media is a University place where human can share everything related to their life. Television is one of sitas Brawijaya Universitas Brawijaya University television program itself introduces people to something they never know before. Sitas Brawijaya Universitas Brawijaya
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This research has an aim to know which strategies are mostly used and performed Br in the presidental campaign of Aburizal Bakrie advertisements. The findings of Universithis research can help people know and understand more deeply about politenesssitas Brawij strategy which are used and performed in the presidential campaign of Aburizal Universit Bakrie advertisements because it is very important for the people to know more sitas Brawijaya Universi closely about the personality of Aburizal Bakrie as president candidate at that stas Br time. Moreover for the next researcher should know about politeness strategy University which can use in political area. The advertisement reflects politeness which issitas Brawijaya applied during 2014 campaign. The politeness used in the presidential campaign of Aburizal Bakrie advertisements is reflected in the utterances or speech in his Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitadvertisement.a Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Unive¹sitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitBased on the description, the problems are: a Universitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1. What face threatening acts are performed in the 2014 presidential Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitas Bracampaign of Aburizal Bakrie advertisements? sitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya campaign of Aburizal Bakrie advertisements to minimize the threat? niversitas Brawijaya Universitas Braw Universitas Objectives of the Study AS B Universitas Brawijaya rawijaya Universitas 1. To identify the face threatening acts which are performed in the 2014 sitas Brawijaya Įniversitas Brawijaya presidential campaign of Aburizal Bakrie advertisements. 2. To identify the politeness strategy which are performed in the 2014 rawijaya presidential campaign of Aburizal Bakrie advertisements to minimize thesitas Brawijaya rawijaya threat. rawijaya Universit 1.4 Definition of Key Terms : Politeness refers to the strategy used to Universitas P. Politeness Universitas Brawijaya rawijaya express the concern for the feeling of others sitas Brawijaya (Brown and Levinson, 1987). Universitas Brawija Universitas Brawijaya rawijaya Universitas Brawpositive or negative face (Brown and Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas 3. Politeness strategy Itas Bra . A strategy used to avoid or minimize the ersitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas BrawFace Threatening Acts (FTA) that the niversitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya REVIEW OF RELATED LITERATURE Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava This chapter presents description and explanation of some theories Brawijava Universitas Brawijaya Universitas Brawijaya that support this study. Those theories are: pragmatics, politeness, the g Acı. Universitas Braconcept of face, Face Threatening Acts (FTA) and strategies of doingsitas Brawijaya Universitas Brawijaya Universit 2.1 Pragmatics According to Levinson (1983) we need to be concerned about the last Brawijaya rawijaya relation between language and the context that are basic to an account of rawijaya language understanding. The study about the relation between language sitas Brawijaya rawijaya and context is called pragmatics. Yule (1996, p.3) states "pragmatics is the stas Brawijaya study of speaker meaning". He also states "Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and sitas Brawijaya Universitas interpreted by a listener (or reader)". Universitas Brawijaya Dictionary of Applied Linguistics states pragmatics is states Universitas Brawijaya Universitas Brawijaya Universities Brioften contrasted with semantics, which deals with meaning without sites Brawijava reference to the users and communicative function of sentences". Universitas Bragmatics includes the study of how to enterpret and the use of sitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brutterances depending on knowledge of the real world. The speaker or the speaker of the speaker of the speaker or the speaker of Universitas Brawijaya writer uses the understanding of speech acts and how structure of sentence Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 6 deniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brais influenced by the relationship between the speaker or writer and hearer stas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brander. Universitas Brawijaya 2.2 Politeness
wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawi Politeness is one of the subjects that is studied in Pragmatics. Yulesitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br (1996, p.134) states,"politeness might involve ideas like being tactful, it as Brawijaya modest, and nice to other people". Brown and Levinson (1987) say Universitas Bra"Politeness principles are reflected in linguistic universals". It means that sit as Brawijaya showing awareness for another person's face when that other seems socially distant is often described in terms of respect or deference. Being Sitas Brawijaya Universit polite is very important because when we speak, the speech shows the itas Brawijaya ettiquet 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" Sitas Brawijaya Universitas Bras a starting point. Brown and Levinson (1987, p.61) state, "The termsitas Brawijaya "face" means the public self-image that every person wants to claim for Universitas Brahimself". Face is an important thing in our life which is use in daily sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br conversation while doing communication. Face can create our self images it as Brawijava Universitas Brawijaya Universitas Brarelated to self confidence which face can save our image in socials tas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive⁸sitas Brawijaya Universitas Brawijaya Universitias BraAccording to Brown and Levinson, there are two kinds of face: a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijay Positive face refers to face that can be accepted by other people, sitas Brawijay Universitas Brawijaya that his or her wants are shared by others. Brown and sitas Brawijaya as Brawijaya Universitas Brawijaya Universitas Brawi Levinson (1987,p.62) state," positive face is the want of every membersitas Brawijaya that his wants be desirable to at least some others". For example: a Brawijaya wife is cooking for her family, even she does not know about cooking, sitas Brawijaya Universit even the taste of food bad, she showed like a professional chef **Negative Face** Negative face refers to independent face and has freedom of action. Sitas Brawijaya 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, Sitas Brawijaya emphasize the importance of the other's time or concern, and even sitas Brawijaya include an apology for the imposition or interruption (yule, 1996).For Universitas Braw example: a teenage boy changes his identity (look, style, personality, sitas Brawijaya wiiava Universitas Brawijaya Universitas Brawi etc) and becomes a rude person. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra2.4 Face Threatening Acts (FTA)/a Universitas Brawijaya Universitas Bramind what his eintended to by adone by a sverbal or non-verbal sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br communication, just as one or more "speech acts" can be assigned to ansitas Brawijava rawijaya Universitas Brawijaya rawijava

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rawijaya	Universitas	B	σ,	Interrupti	ng non so	quite	rs misidanti	ifies or show	Universitas wing non-	Brawijay
rawijaya	Universitas	Bra	g.	тистири	ng, non-sec	quite	ro misiacila	aya	Universitas	Brawijay
rawijaya	Universitas	Braw	;	attention	to the speak	ker in	an offisive	or embrassin	ng wayversitas	Brawijay
rawijaya	Universitas	Brawija						wijaya		
rawijaya	Universitas			Apologies				rawijaya		
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rawijaya	Universitas		Univ	versitas	Brawijay	a U	niversitas	Brawijaya	Universitas	
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rawijaya	Universitas	Brawijaya	Univ	versitas	Brawijay	a U	niversitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Univ	versitas	Brawijay	a U	niversitas	Brawijaya	Universitas	Brawijay

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra2.4.2 va Negative Face Threatening Acts niversitas Brawijava rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitas Brawijay does not respect the hearer's freedom of action and thought sitas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universities Brawijay Among these Brown and Levinson (1987) consider: rawijaya Universitas Brawijaya rsitas Brawijaya **Universitas Brawijaya** a. Orders and requests b. Suggestions and advice Universitas Brawijaya c. Remindings Universitas Brawijaya rawijaya d. Threat, warning, and dares. Universit Iniversitas Brawijaya e. Offers rawijaya f. Promises rawijaya rawijaya g. Compliments, expressions of envy or admiration h. Expressions of strong emotions toward the speaker rawijaya i. Expressing thanks rawijaya Accepting a thank you or apology Universitas Brawijaya k. Excuses **Universitas Brawijaya** 1. Acceptance of offers m. A response to the hearer's faux pas **Universitas Brawijaya** n. Unwilling promisses of offer Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Bra2.5 Strategies of doing FTAs vijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Braperforming FTA is schematized in the following figure: awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya redressive action \Positive | \ On record politeness Off record rawijaya Universit of doing & Negative Don't do the FTA politeness 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"sitas 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 stass do so. 2.5.1.1 Bald on-record In this strategies, speaker (S) does not attempt to minimize the strategies. 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 Universitas Broon record. "The most direct approach, using imperative forms is known as sitas Brawijava bald on record" (Yule,1996). Meanwhile Brown And Levinson (1987, Universitias Br p.95) state, "These strategies usage in general, whenever speaker (S) wants it as Brawijay Universitas Brawijaya Universitas Brawijaya 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 Universitas Brawijaya rawijaya

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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijava	on, request and offer in an open and direct way. Bald or	Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya		nsists of two strategies: jjaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Cases of non-minimization of the face threat	Universitas Brawijay
rawijaya	Universitas Brawijaya		nd thisessitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijava Universitas Brawijava	Universitas Brawijay
rawijaya	Universitas Brawijaya	manufacillar language to heath C and II no foca and magain access	sary.
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya	Prof example. Theip, Tour punts are on fire!	Universitas Brawijay
rawijaya	Universitas Brawija ² .		Universitas Brawijay
rawijaya	Universitas Brawi	TAS RAL Jiaya	Universitas Brawijay
rawijaya	Universitas Br	This second strategy is oriented to face. This way, res	spect for Universitas Brawijay
rawijaya	Universitas /	face involves mutual orientation, so that each pa	Tiniversitas Brawijay
rawijaya	Universita 1	A STATE OF THE STA	Universitas Brawijay
rawijaya	Universi	attempts to foresee what the other participant is atten	
rawijaya	Universit	foresee. It is reasonable for S to assume that H will be es	niversitas Brawijay
rawijaya	Universit	Toresee. It is reasonable for 5 to assume that II will be es	hiversitas Brawijay
rawijaya	Universit	preoccupied with H's potential infringements of S's p	preserve.sitas Brawijay
rawijaya	Universit	This state as is small, and in valoration (or not as	niversitas Brawijay
rawijaya	Universita	This strategy is usually used in welcomings (or post-gr	Jniversitas Brawijay
rawijaya	Universitas	where S insists that H may impose on his negative	face, insitas Brawijay
rawijaya	Universitas		Universitas Brawijay
rawijaya	Universitas E	farewells, where S insists that H may impose on his posi	
rawijaya	Universitas Bl	by taking his leave, in offers, where S insists that H may	Universitas Brawijay
rawijaya	Universitas Bra	Aya	Ulliversitas Brawijay
rawijaya	Universitas Braw	on S's negative face.	Universitas Brawijay
rawijaya	Universitas Brawija	For example: "wash your hand"	Universitas Brawijay
rawijaya	Universitas Brawijay	Hawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijava 2.5.1.2	With Redressive Action With Redressive Action	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya		According to Brown and Levinson (1987,p.69),"by red	
rawijaya	Universitas Brawijaya	ve mean action that "give face" to the addressee, that	is, that
rawijaya			
rawijaya		to counteract the potential face demage of the FTA".	Universitas Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawija Positive politeness is the positive consistent image or personalitysitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya (including of self image which can be appreciated and approved of)
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitas Braclaimed by interactants. A positive politeness leads the requester to appeals it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universities Br to a common goal, even friendship or expressions. There are 15 strategies Universitas Braof positive politeness: Universitas Brawija 1. Strategy 1: Notice, attend to the addresses (his interest, wants, sitas Brawijaya Universitas Brawijaya S pays attention of aspects of H's condition (noticable changes, Sitas Brawijaya Universit remable, possession, etc). For example: "Goodness, you shave your mustache! (...) By the rawijaya rawijaya way, I came to borrow some cake". Strategy 2: Exaggerate (interest, approval, sympathy with H) rawijaya S shows exaggerated intonations, stress and other aspects of stas Brawijaya prosodic, as well as with intensifying modifiers. For example: "What a fantastic garden you have!" 3. Strategy 3: Intensify interest to H **Universitas Brawija** S in communicating with H, shares some of his wants to **Universitas Brawijaya** intensify the interest of his own (S's) contribution to the Universitas Brawijaya Universitas Brawijaya conversation by making a good story and using tag question or it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya expression that includes H as a participant in the conversation **Universitas Brawijaya** rawijaya such as "you know?", "see what I mean?", "isn't it?". Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** For example: "I come down the stairs, and what do you think I tas Brawijaya Universitas Brawijaya Universitas Brawijaya see?- a huge mess all over the place, clothes and toys aresitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya scattered all over... Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya rawijaya Universitas Brawija 4. Strategy 4: Use in group identity markers Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** S implicity suggests common ground with H. This can be used in rawijaya certain term of address forms, of language or dialect, of jargon or Sitas Brawijaya **Universitas Brawijaya** slang and of ellipsis. Address forms Universitas Brawijaya "Here mate, I was keeping that seat for a friend of mine..." ersitas Brawijaya Universit niversitas Brawijaya Use in group language or dialect rawijaya First call: "come here Jhonny" Second call: "Jhon Henry Smith, you came here right away" sitas Brawijaya rawijaya use of jargon or slang rawijaya **Universita** "lend us two quid then, wouldja mate?" Universitas rawijaya Contraction and ellipsis Universitas Brawijaya "How about a drink?" 5. Strategy 5: Seek agreement Universitas Brawijaya S talks about something to H in which it is possible to seek it as Brawijaya agreement. Seeking agreement can be stressed by repeating part Jniversitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya of all of what the preceding S has said in the conversation and bysitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya using particles that function to indicate emphatic agreement. rawijaya **Universitas Brawijaya** rawijaya a. Ir Safe fopics Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	When seeking in which it is posible to agree with the	- Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	U the speaker can raise "safe topics" such as the weath	ner or the sitas Brawijay
rawijaya	Universitas Brawijaya	beauty of flower so irirritations of having to wait in l	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	
rawijaya	Universitas Brawijaya	b. Repetitions Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	A: "Miky went to Europe this weekend!" Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Univato Europe! OMG!" (ersitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	as Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawija 6.	Strategy 6: Avoid disagreement rawijaya	Universitas Brawijay
rawijaya rawijaya	Universitas Brawi Universitas Br	S pretends to agree by twisting their utterances in orde	Universitas Brawijay
rawijaya	Universitas Di		Universitas Brawijay
rawijaya	Universita V	disagreement.	Universitas Brawijay
rawijaya	Universit	a. Token agreement	iversitas Brawijay
rawijaya	Universit	EN TENTON	iversitas Brawijay
rawijaya	Universit	A: "what is she, tall?"	niversitas Brawijay
rawijaya	Universit	B: "yes, yes, she is tall, um, not really tall but cert	
	Universit	B. yes, yes, she is tuit, um, not really tuit out cert	niversitas Brawijay
rawijaya	Universita	small"	Iniversitas Brawijay
rawijaya	Universitas		Universitas Brawijay
rawijaya	Universitas	b. Pseudo-agreement	Universitas Brawijay
rawijaya	Universitas L	"I will meet you in front of the restaurant just i	before 5, sitas Brawijay
rawijaya	Universitas B		Universitas Brawijay
rawijaya	Universitas Bra	then"	Universitas Brawijay
rawijaya	Universitas Braw	c. White lies	Universitas Brawijay
rawijaya	Universitas Brawija	wijaya	Universitas Brawijay
rawijaya	Universitas Brawijay	"yes I do like your new dress!" awijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	d. Hedging opinion Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Un"It is really beautiful, in a way? sitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawija <u>y</u> a	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya Strategy 7: Pressupose/raise/assert common ground	Universitas Brawijay
rawijaya	Universitas Brawijaya	The value of S's spending time and effort to talk for a w	hile with sitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	H about unrelated topics to show that S is interested in H	[[] .Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay

	OTHER DIGITION	OTHER DESIGNATION OF THE OFFICE PROTECTION OFF	OTTO OTTO DIGITALION
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya a. Gossip, small talk ijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	b. Point-of-view operations Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya, Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya A:"oh this cut hurts awfully, mum" Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	UB:"Yes dear, it hurts terribly, I know" Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	c. Pressupposition manipulation versitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Un"Would not you like a drink?" (Offers) Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawija 8.	Strategy 8: Joke rawijaya	Universitas Brawijay
rawijaya	Universitas Brawi	Joke is a basic positive politeness technique for putti	Universitas Brawijay
rawijaya	Universitas Br	Joke is a basic positive politeness technique for putti	
rawijaya	Universitas	ease" or may minimize an FTA.	Universitas Brawijay
rawijaya	Universita		Universitas Brawijay
rawijaya	Universi	For example: "How about lending me this old heap	of junk?"sitas Brawijay
rawijaya	Universi	(Addressee's new cadillac)	niversitas Brawijay
rawijaya	Universit		hiversitas Brawijay
rawijaya	Universit 9.	Strategy 9: Assert or pressupose the speaker's knowled	7
rawijaya	Universit	concern for addressee's wants	niversitas Brawijay
rawijaya	Universita	と	Iniversitas Brawijay
rawijaya	Universita	This strategy is to assert or imply knowledge of H's v	wants and sitas Brawijay
rawijaya	Universitas		Universitas Brawijay
rawijaya	Universitas I	willingness to fit one's own wants between H and S.	Universitas Brawijay
rawijaya	Universitas Bl	For example: "Look, I know you want the car back	Universitas Brawijay
rawijaya	Universitas Bra	A A	Universitas Brawijay
rawijaya	Universitas Braw	should not I go to mall know?"	Universitas Brawijay
rawijaya	Universitas Brawija 10.	Strategy 10: Offer, promise awijaya	Universitas Brawijay
rawijaya rawijaya		Strategy 10: Offer, promise awijaya	Universitas Brawijay
rawijaya Irawijaya	Universitas Brawijaya Universitas Brawijaya	To redress the potential threat of some FTA's, S may	choose to Universitas Brawijay
rawijaya Brawijaya	Universitas Brawijaya	stress his cooperation with H in other ways. Srawijaya	Universitas Brawijay
rawijaya Brawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya For example: "I will drop sometimes next" Brawijaya	Universitas Brawijay
rawijaya		Strategy 11: Be optimistic Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** This strategy shows a tacit claim that H will cooperate with S Universitas Brawijaya Universitas Brawijaya because it will be in their mutual shared interest. rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya For example: "Look, I am sure you won't mind if I borrow yor Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya rawijaya Universitas Brawijaya magazine itas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawija 12. Strategy 12: Include both the speaker and the adressee in the **Universitas Brawijaya Universitas Brawijaya** activity By using an inclusive "we" form when S actully means "you" orsitas Brawijaya Universitas Brawijaya For example: "we need some rest" 13. Strategy 13: Give or ask for reasons hiversitas Brawijaya Including H in the activity for S gives reasons as to why he wants rawijaya rawijaya what he wants. For example: "Why don't I help you with that suitcase" rawijaya **Universita** 14. Strategy 14: Assume or assert reciprocity S ask H to cooperate with him by giving evidence of reciprocal Brawijaya Universitas Brawijaya rights or obligations between S and H. For example: "I will do dance for you if you do dance for me" ersitas Brawijaya Universitas Braw Universitas Brawija 15. Strategy 15: Give gifts to the addressee (goods, symphaty, sitas Brawijaya **Universitas Brawijaya** Jinversitas Brawijaya Universitas Brawijaya understanding, cooperation) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This strategy can make S satisfies H's positive face by givingsitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya gift, not only "real gift", but human-relation like admire, care, Brawijaya rawijaya **Universitas Brawijaya** rawijaya understand, listen to, etc. va Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya For example: "I can understand what you feel" **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

	OTHER DISTRICT	OTHER DESIGNATION OF THE OTHER DESIGNATION OF	OTHER DIGITION
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya	ve Politeness Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Negative Politeness is repressive action adressed to the a	dressee'ssitas Brawijay
rawijaya	Universitas Brawijaya negative	face "he wants to have his freedom of action unhindere	Universitas Brawijay
rawijaya			
rawijaya Kawijaya		unimpeded" (Brown and Levinson, 1987, p.129) vijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Strategy 1: Be conventionally indirect	Universitas Brawijay
rawijaya			Universitas Brawijay
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya	The 5 thes to talk to 11 to be muliect, and the desire	to go on Silas Brawijay
rawijaya rawijaya	Universitas Brawijaya	record, so there can be no missunderstanding of what h	
Irawijaya Irawijaya	Universitas Braw ⁱ		Universitas Brawijay
rawijaya	Universitas Braw	For example: "Can you please pass the salt?"	Universitas Brawijay
rawijaya	University	Strategy 2: Question, hedge	Universitas Brawijay
rawijaya	Universita	Strategy 2. Question, neage	Universitas Brawijay
rawijaya	Universi	This strategy is used to modify the force of speech act.	niversitas Brawijay
rawijaya	Universi	For example: "Mike is a true friend"	niversitas Brawijay
rawijaya	Universit	For example. Mike is a true friend	hiversitas Brawijay
rawijaya	Universit 3.	Strategy 3: Be pesimistic	hiversitas Brawijay
rawijaya	Universit	This strategy gives redress to H's negative feed by	niversitas Brawijay
rawijaya	Universita	This strategy gives redress to H's negative face by	priiversitas brawijay
rawijaya	Universita	expressing doubt that conditions for the appropriatene	ess of S'ssitas Brawijay
rawijaya	Universitas	speech act obtain.	Universitas Brawijay
rawijaya	Universitas E		Universitas Brawijay
rawijaya	Universitas Bl	For example: "Would yo do the presentation?"	Universitas Brawijay
rawijaya	Universitas Bray	Aya	Universitas Brawijay
rawijaya		Strategy 4: Minimize the imposition	Universitas Brawijay
rawijaya rawijaya	Universitas Brawija Universitas Brawijay	S redresses the intrinsic seriousness of the FTA t	Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya		
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya	hit of naner"	Universitas Brawijay
rawijaya		Strategy 5: Give deference Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya		Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya S humbles and abases him and another where	Syrai	Liniyersitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya satisfy H's want to be treated as superior. Braw	ijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya	ijaya to do	Universitas that Universitas	Brawijay
rawijaya				
rawijaya	Universitas Brawijaya <i>Wr. President</i> Brawijaya Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya Strategy 6: Apologize Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya a. Admit the impingement Persitas Braw		Universitas	
rawijaya	Universitas Brawijaya		Universitas	
rawijaya	Universitas Brawijay "I hope this is not going to bother you too much		Universitas	
rawijaya	h Indicate reluctance	ijaya	Universitas	
rawijaya	Universities	Va	Universitas	
rawijaya	Universitas "I normally wouldn't ask you this, but"		Universitas	
rawijaya	Universit c. Give overwhelming reasons		Universitas	
rawijaya			niversitas	
rawijaya	Universi "I can think of nobody else who could"	-	hiversitas	
rawijaya	Universit		hiversitas	
rawijaya	Universit d. Beg forgiveness		hiversitas	
	Universit "I am sorry to bother you, but"		niversitas	
rawijaya	Offiver sita		Universitas	
rawijaya	Universitas 7. Strategy 7: Impersonalize speaker and hearer Universitas		Universitas Universitas	
rawijaya rawijaya	Universitas . a. Performatives		Universitas	
	Universitas B			
rawijaya	"Do this for me"	a	Universitas Universitas	
rawijaya rawijaya		aya	Universitas	
	1	Mjaya Mjaya	Universitas	
rawijaya rawijaya	"T 1 \downarrow 1"	ijaya ijaya	Universitas	
rawijaya			Universitas	
rawijaya	Universitas Brawijaya c. Impersonal verbs Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya U"It seems (to me) that ya Universitas Braw		Universitas	
rawijaya			Universitas	
rawijaya	Universitas Brawijaya	iiava	Universitas	
rawijaya	Universitas Brawijaya U"It is expected (for I expect that)" itas Braw		Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw		Universitas	
rawijaya	Universitas Brawijaya e. Replacement of the pronouns "I" and "you" by			
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Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya "Someone finished the cookies (you/I did)" awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya f. L'Pluralization of the "you" and "L" pronouns awijaya rawijaya Universitas Brawijaya Universitas Brawijaya "Excuse me sir (not you)" Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya g. Reference terms as I avoidance ersitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya "His majesty is not amused" iniversitas Brawijaya rawijaya rawijaya Universitas Brawija 8. Strategy 8: State the FTA as a general rule Universitas Brawijaya S does not want to impinge but is merely forced to bysitas Brawijaya circumstances. Thus he states that FTA is an instance of some general social rule, regulation, or obligation. Universit For example: "Passengers will please refrain from." rawijaya 9. Strategy 9: Nominalize rawijaya rawijaya Nominalize notices formality which is associated with the nounsitas Brawijaya end of the continuum. rawijaya For example: "your cooperation is urgently requested rawijaya 10. Strategy 10: Go on record as incurring a debt, or as not idebting stas Brawijaya Universitas the hearer S can redress an FTA by explicitly claiming his indebtedness to HSItas Brawijaya or disclaiming any indebtedness of H. Universitas Brawijaya For example: "I'd be eternally grateful if you would" Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brav2.5.1.3 Off Record as Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawija utterances are essentially indirect uses of language". There are some sitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawija types of off record, they are presented below: Brawijava Universitas Brawijaya Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Invite conversational implicatures ersitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya The first type of off record explains about the speaker who wants it as Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya to do the FTA indirectly. The speaker must give H some hints Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya rawijaya Universitas Brawijaya and hope that H picks up on them and thereby interprets what Ssitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** really means (intends) to say. This type is divided into ten rawijaya Universitas Brawijaya Universitas Brawijaya strategies: a. Strategy 1: Give hints If S says something that is not explicity relevant, he invites H to search for an interpretation of the possible relevance niversitas Brawijaya niversitas Brawijaya Universit For example: "it is cold here" (closed the window) rawijaya Strategy 2: Give association clues rawijaya Related to implicature triggered by relevance violation is it as Brawijaya provided by mentioning something associated with the act rawijaya required of H, either by precedent in S-H's experience or by Sitas Brawijaya interactional sitas Brawijaya mutual knowledge irrespective of their experience. For example: "oh god, I have headache again" aya Strategy 3: Pressupose An utterance can be almost wholly relevant in context and Universitas Brawijaya Universitas Brawijaya U yet violate the relevance maxim just at the level of its itas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya pressupposition rawijaya **Universitas Brawijaya** ijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Univ²²sitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** For example: "I wash the car again today" (he presupposes Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** U that he has done it before and therefore may implicate asitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya *criticsm)*Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya d. Jr Strategy 4: Understatea Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers Understatements are one way of generating implicatures by rawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** ersitas Brawijaya **Universitas Brawijaya** saying less than is required For example: "she is some kind of idiot" (she is an idiot) iversitas Brawijaya Staretegy 5: Overstate Universitas Brawijaya By exaggerating or choosing a point on a scale which is sitas Brawijaya Universit Iniversitas Brawijaya higher than the actual state of affairs For example: "I tried to call a hundered times, but there was rawijaya rawijaya never any answer' Strategy 6: Use tautologies rawijaya By uttering a tautology, S encourages H to look for an Sitas Brawijaya rawijaya informative intrepretation of the non-informative utterance ersitas Brawijaya For example: "if it is road, it is road!" (what terrible road!) Strategy 7: Use contradictions S makes it appear that he can not be telling the truth. He thus it as Brawijaya encourages H to look for an interpretation that reconciles the Universitas Brawijaya Universitas Brawijaya Urtwo contradictory propositions ersitas Brawijaya rawijaya Universities Brawijaya
For example: S:are you upset about that? rawijaya **Universitas Brawijaya** rawijaya Universitas H: Well, yes and noersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya h.J. Straetegy 8: Be ironic/a Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Univ²³sitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya S can indirectly convey his intended meaning. If there are Brawijaya Universitas Brawijaya Universitas Brawijaya U clues that his intended meaning is being conveyed indirectly.sitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Such clues may be; prosodic (e.g. nasality), kinesic (e.g. a rawijaya **Universitas Brawijaya** rawijaya rawijaya Ursmirk) or simply contextual iversitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** rawijaya rawijaya **Universitas Brawijaya** ersitas Brawijaya twenty stupid things in a row) Strategy 9: Use metaphors It is possibility that exactly which of the connotations of the Brawijaya **Universitas Bray** metaphor S intends may be off record Iniversitas Brawijaya Universit For example: "Harry is a real fish" (he swim like fish) hiversitas Brawijaya rawijaya Strategy 10: Use rhetorical questions rawijaya To ask a question with no intention of obtaining an answer is stas Brawijaya to break a sincerity condition on questions, S wants H to rawijaya provide him with the indicate information. For example: "how many times do I have to tell you that mysicas Brawijaya Universitas 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 Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya manner maxim) in such a Lwayethat as Communicated intentsitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita rawijaya **Universitas Brawijaya** rawijaya a. Strategy 11: Be ambiguous niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** The term "ambiguity" to include the ambiguity between the **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Uliteral meaning of an utterance and any of its possible itas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Urambiguity in this wider senseversitas Brawijaya Universitas Brawijaya Universitas Brawijaya For example: "Jhon is pretty sharp cookie" wijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** b. Strategy 12: Be vague S may go off record with an FTA by being vague about who sitas Brawijaya the object of the FTA is, or what the offence is (in criticsm) For example: Universit "Looks like someone may have had too much to drink". rawijaya (vague understatement) rawijaya Strategy 13: Over-generalize Rule instantiation may leave the object of the FTA vaguely rawijaya off record d. Strategy 14: Displace H S may go off record as to who the target for his FTA is, or he may pretended to address the FTA to someone whom its tas Brawijaya would not threaten and hope that the real target will see the sitas Brawijaya FTA is aimed. Universitas Brawijaya Universitas Brawijaya rawijaya e. Strategy 15: Be incomplete, use ellipsis Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya By leaving an FTA a half undone, S can leave the implicature rawijaya **Universitas Brawijaya** rawijaya Un'hanging in the air", just as with rhetorical questions. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawii The researcher uses two other studies as the previous study. These two Universitas Brawijaya Universitas study needs reference which are concerned with pragmatics field that is the sitas Brawijaya Universitas Brawijaya The President Candidates of Indonesia in 2009 Political Advertisement by Mulyowati (2012). In this study Mulyowati analysed FTA and politeness in stass 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 untterences. She found Jusuf kalla performed more frequently FTA's and itas 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. Braw The second previous study is Politeness Strategies Performed bysitas Brawijaya Lectures in Proposal Seminars in English Study Program Faculty of Cultural Studies at Universitas Brawijaya by Putri (2014). In this study she concerns Brawijaya Universitas Brawijaya Universitas Brawijaya Universities about FTA and politeness strategy when the lecturers in English Studysites Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya give comment and suggestion in proposal seminar by using the theory of Politeness Universities strategies proposed by Brown and Levinson (1987). The data are four

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya proposal seminars which ran for 60 minutes. In findings, she found 70 tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas lutterances containing FTA and 31 utterances containing bald on Recordsitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas performed by the lecturers of English Study Program of Faculty of Cultural Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas rawijaya Universitas Studies. The lecturers tend to use bald on-record strategy because they wants it as Brawijaya Universitas Brawijaya used negative politeness by using hedge expression. Between Putri's study Universitas Universitas and this study, there are simmilarities. Both of the study contain politeness it as 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 sitas Br differences. In Mulyowati's study, the problem is differentiate politeness and FTA strategy between some of president candidates of Indonesia in 2009sitas Brawijaya Universit political advertisement by using theory from Brown and Levinson but this study just uses one person/candidate, Aburizal Bakrie, to find politeness Brawijaya strategy in his political advertisement. In Putri's study, the data is obtained Brawijaya when the researcher investigated direct conversations but the data of this Universitas study are taken from advertisement on television and the video from youtube. Sitas Brawijaya Universitas Brawijaya rawijaya

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rawijaya	Universit Berg, (2001, p.6) "qualitative research refers to the meaning of concept, sitas Brawija
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rawijaya	Universi definitions, characteristics, metaphor, symbols and description of things". Insitas Brawija
rawijaya	Universitas Brawija
rawijaya	Universita Universitas Brawija
rawijaya	Universi popular qualitative research additionally includes such methods assittas Brawija observation of experimental natural settings, photographic techniques (including transported by the control of
rawijaya	videotaning) historical analysis (historiography) document and teytual analysis
rawijaya	sociometry, socio- drama and similar ethnomethodological experimentation,
rawijaya	Universitethnographic research, and a number of unobtrusive techniques."(Berg, 2001, p.3) Sitas Brawija
rawijaya	Universita Iniversitas Brawija
rawijaya	Universitas Another theory by Ary at al. (2010, p.30) states, "content or document Universitas Brawija
rawijaya rawijaya	
rawijaya	Universit analysis is a research method applied to written or visual materials for the purpose Sitas Brawija Universitas I
rawijaya	Universit of identifying specified characteristics of the materials. They also state, "The Brawija
rawijaya	Universities analyzed work can be textbooks, newspaper, web pages, speeches, television
rawijaya	Universitas Braw
rawijaya	Universi program, advertisement, musical compositions, or any of a host of other types of itas Brawija
rawijaya	Universitas Brawijay Universitas Brawija
rawijaya	Universi document" (Ary at al, 2002, P.442). This study applies qualitative research grawija
rawijaya	University because it is categorized into document text since the object of the study is the
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija
rawijaya	Universi transcription of utterances in political advertisements by Aburizal Bakrie. Universitas Brawija
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rawijaya 	Univers 05/05/2013	ARB "Pro Pedag	gang http://www.yout		-	_
Brawijaya Brawijaya	Universitas Braw	Kaki Lima"		i i i i i i i i i i i i i i i i i i i	Universitas	
Irawijaya	Univers 26/06/2013	ARB "Motivasi Un	ntuk http://www.yout	ube.com/watch?		
rawijaya	Universitas	Anak Bangsa"	等		Universitas	
rawijaya	Universita	7 7504			Universitas	
rawijaya	Univers 30/07/2013	ARB "Rakyat Pahla	wan http://www.yout	who com/watch?	hiversitas	
Irawijaya		Pembangunan"	wan <u>mup.//www.yout</u>	ube.com/watch?	1 1	
Irawijaya	Univers 01/07/2013	ARB "Ibu"	http://www.yout	uhe com/watch?	hiversitas	0
rawijaya	07/01/2014	LAL THEOLOGIC	Bung http://www.yout		IIIVOISILUS	rc Wijay
rawijaya	Ulliversit	Karno"	$\frac{\underline{\mathbf{E}}}{\underline{\mathbf{E}}}$	doc.com waten.	Illiversitas	Diawijay
rawijaya	Univers 27/01/2014	ARB "Petani Pahla		ube.com/watch?	Iniversitas ?v=7IhJdx-Fn M	1
rawijaya	Universita	Bangsa"		//	Universitas	Brawijay
rawijaya	Univers 27/01/2014	10 A-17	Para http://www.yout	ube.com/watch?	V=0-	Bra wijay
rawijaya	Universitas L	Presiden"	<u>KrIDLxAVU</u>	///	Universitas	
rawijaya	Universitas Bio	4.4		J a	Universitas	
rawijaya	Universitas Bra		AA	aya	Universitas	
rawijaya	Universitas BThose		by Aburizal Bakrie	as one of the		
rawijaya	Universitas Brawij Universitas Brawija	n 2014 in his politic	cal advertisement. The	researcher cho	Universitas poses the	Brawijay
Brawijaya Brawijaya						
Irawijaya	Universit video by con					
rawijaya	Universitas Brawija					
rawijaya	University outube and					
rawijaya	Universitas Brawija information Universitas Brawija	is needed because the	e researcher must knov	w how many pro	esidential	Brawijay
rawijaya						
rawijaya	Universit campaign of					
rawijaya	Universitas Brawija Universitas Brawija	analysis focuses on	the politeness strate	as Brawijaya gy found: _in_ t	the 2014	Brawijay
rawijaya						
rawijaya	Universitas Brawija		rawijaya Universita		Universitas	
rawijaya	Universitas Brawija		rawijaya Universita		Universitas	
rawijaya 	Universitas Brawija		rawijaya Universita		Universitas	
rawijaya	Universitas Brawija		rawijaya Universita		Universitas	
	Universites Promile	NO Illuivaraitas D	rawijaya Universita	as Brawijava	Universitas	Rrawijay
rawijaya rawijaya	Universitas Brawija Universitas Brawija		rawijaya Universita		Universitas	

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** University presidential campaign of Aburizal Bakrie advertisements, this analysis is based on Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniversitBrown and Levinson's theory a Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas The researcher uses steps in collecting the data, and they are presented assitas Brawijaya rawijaya Universitas Brawijaya Universitas follows:ava rsitas Brawijaya **Universitas Brawijaya** Universitas Pravijaya the advertisements on the presidental campaign of Aburizal Bakrie Brawijaya Universitas Brantelevision Universitas Brawijaya 2. Searching the same advertisements of the presidential campaign of Universit Įniversitas Brawijaya Aburizal Bakrie in the internet hiversitas Brawijaya Downloading the video shown on television rawijaya 4. Transcribing the video into text rawijaya rawijaya Universit3.4 Data analysis In this analysis, only sentences containing politeness were used as the data and rawijaya Universitas were analized as follows: Universitas Brawijaya Universities 1. Listing sentences containing FTA and politeness strategy Universitas Braw 2. Identifiying utterances containing FTA's ang politeness strategy using Universitas Branch and Levinson's theory Universities 3, Putting the sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentences containing FTA or politeness in a table available and a sentence at a sentence and a sentence at a sen **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 4. Classifying the sentences based on Politeness Strategy proposed by Brown Universitas Brawijaya Universitas Brawijaya rawijaya Universitias Brand Levinson (1987). In this research, the researcher categorizes the las Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya sentence and put the characteristic which can be include to Face Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya

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rawijaya	Universitas Br	'awijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	ʻawijaya 🏻	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	ʻawijaya 🏻	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universita Prab	ole sample of da	ata description	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	awiiava l	Universitas	Brawijava	Universitas	Brawijaya	Universitas	
rawijaya	Universitas Spe	aker awijaya	Sentences			Brawijaya	Politeness S	
rawijaya	Universitas Br	ʻawijaya 🏻	Universitas	Brawijayis	Threatened (E	Brown&Levinso	n, (Brown&Le	evinson
rawijaya	Universitas Br	ʻawijaya 🏻	Universitas	Brawijaya	Universitas	Br4987) ya	Universit987	Brawijay
rawijaya	Universitas Br	ʻawijaya 🏻	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	ʻawijaya 📗	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	awijaya i	Universitas		Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas Br	ʻawijaya 🛚	Univer		ersitas	Brawijaya	Universitas	
rawijaya	Universitas 5	Describing	the kind of	Face Threa	tening Act a	nd Politeness	Strategy	Brawijay
rawijaya	Universitas Br	containing	in the sentenc	e		rawijaya	Universitas	Brawijay
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rawijaya	Universitas Br		0511		14/2	va	Universitas	
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rawijaya	Universita		78	(A.1)	Mary (Universitas	
rawijaya	Universi		18	(en)	1	7,	niversitas	
rawijaya	Universi			וניטוניים			niversitas	
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	Universit		FIL				niversitas	
rawijaya	Universita		(14)	STELL			Iniversitas	
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rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya FINDINGS AND DISCUSSION Brawijaya rawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas BraThis chapter presents data description of the research based on the findings Brawijaya which refer to the research problems. In this chapter the researcher explores the Universi result of the data finding and analyzes the data according to the theoretical sitas Brawijaya ijaya Universitas Brawijaya Universitframework stated in chapter II about FTA and Politeness Strategy proposed by Brawijaya **Universitas Brawijaya** rawijaya Brown and Levinson (1987). Iniversitas Brawijaya Universi 4.1 Findings hiversitas Brawijaya rawijaya The finding contains utterances taken from seven videos of presidential rawijaya Universit campaign of Aburizal Bakrie advertisements. The data of this research are sitas Brawijaya rawijaya advertisements which have been shown on television from March 2013 until Universitas January 2014. rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universit4.1.1 Data Description The data were taken from video from website www.youtube.com, then the utterences were transcribed in the form of written text. In this chapter the as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi researcher presents the data from the transcription of presidential campaign of sitas Brawijaya Aburizal Bakrie advertisements containing FTA and politeness strategies. The rawijaya University data are presented in a systematic table covering, the speaker, and utterances, sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitkinds of FTA and kinds of Politeness Strategies, iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya

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a	W	ij	a	У	a
a	W	ij	a	y	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	y	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
a	W	ij	a	У	a
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Universitas Brawijaya Universitas Brawijaya

Utterancesas Brawija

Universitas Brawija

ARB, Aburizal Bakrie. ARB sahabat

ARB siapa yang punya, ARB siapa yang

a.Kita menyangkut rakyat Indonesia, kita

menyangkut kepentingan anak-anak kita.

Tidak ada warana 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

ARB, Aburizal Bakrie. ARB rakyat

pedagang kaki lima

sejahtera. Bangsa maju.

punya, yang punya kaki lima

pedagang kecil

Whose Face

Threatened

Speaker

b.Hearer

Whose Face

is

Speaker

b. Hearer

Universitas Brawijaya Universitas Brawijaya

Universit Advertisement 1: ARB pro pedagang kaki lima Versitas Brawijaya Face Threatening Act (Brown and Levinson

1987) Negative FTA:

versi₁₉₈₇₎ Positive Politeness: Strategy 5, seek agreement S Brawl Positive Politeness: Strategy 5, seek agreement Brawij Strategy 12, include

Remainding both S&H in the activity a. Positive Politeness:

Strategy 9, assert/pressuppose knowledges Braw Strategy 12, include both S&H in the activity tas Brawl b. Negative FTA:

Promises

Face Threatening Act

(Brown and Levinson

1987)

FTA:

Negative

advice

or good

Suggestion

a. Positive FTA:

Bringing a bad news

news(boasting) about

the speaker ava

b. Negative FTA:

suggestion and advice

b. Positive Politeness: strategy 10, offerpromises 35

Politeness Strategy

(Brown and Levinson

1987)

Strategy 12, seek

b.Positive Politeness

:strategy 11, optimistic

Positive Politeness:

agreement

Universitas Brawijaya

Universitas Brawijaya Univ³²sitas Brawijaya

Universitas Brawijaya

Politeness Strategy

(Brown and Levinson

Advertisement 2: Motivasi Untuk Anak Bangsa

Utterances

Threatened Jniv Text Pesan Aburizal Bakrie untuk Indonesia 2, IV ARB a. Ayahnya bapak itu adalah anak seorang a. Speaker petani dan beliau hanya lulus sekolah rakyat, sekarang sekolah dasar. Beliau rsitas B meninggal tahun 88, umur 72 tahun.

bertindak.

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 bisa kita capai kalau kita berani.

Kita mesti berani bermimpi dan kemudian berani melangkah. Berani

berpikir. Berani bermimpi. Berani

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya **Universitas Brawijaya** Speaker rawijaya rawijaya Speaker rawijaya Jhiv rawijaya ARB rawijaya rawijaya Unive Jnive rsitas B Jnive <u>3</u>. ive Speaker Universitas B Unive rsitas E **Universitas J**4. i V People Jnive rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universit Advertisement 3: Rakyat Pahlawan Pembangunan

Face Threatening Politeness Strategy Whose Face Utterances Act (Brown and (Brown and Levinson Levinson 1987) Threatened Positive Wilay Dia merangkul dan membuka harapan. Positive politeness: Speaker Dia membesarkan hati dan mengulurkan FTA:complimenting Strategy 10, offertangan persahabatan. SudS others awijay promise 135 Para petani, para nelayan, para supir Positive politeness: taksi, mereka juga adalah pahlawan Strategy 15, give gifts Unjversi as Brawijaya pembangunan. to the adresse (goods, as Brawijaya symphaty, as Brawi understanding, coopereation Positive politeness: Bagi ARB rakyat adalah tulang Negative FTA: punggung Indonesia. Pedagang kecil, Expressing thanks Strategy 2, exaggerate supir truk, hingga perawat dan guru Speaker Strategy 12, include sekolah. Kepada mereka semua kita both S&H in the harus berterima kasih. activity Salam ARB. ARB jos gandos. Positive politeness: Strategy 4, use in group identity markers 13S

Universit Advertisement 4: Ibu

rawijaya	Unive	rsit				niversitas Brawijaya
rawijaya	Nove	Speaker	Utterances	Whose Face	Face Threatening Act	Politeness Strategy
rawijaya	Unive	rsita	2 2 5	Threatened	(Brown and Levinson 1987)	(Brown and Levinson 1987)
rawijaya	Uhive	ARB	a. Kalian tidak akan sampai disini. Ibu saya meninggal dunia tahun yang lalu.	a. Speaker	a.Positive FTA:	a.Positive politeness: Strategy 5, seek
rawijaya	Unive	rsitas L	Saya sangat menghormati ibu saya, saya	100	Bringing a bad news or good news	agreement S Brawijay
rawijaya	Unive	rsitas B	juga sangat menghormati ayah saya. Tapi	111	(boasting) about the	niversitas Brawijaya
rawijaya	Unive	rsitas B	saya tahu pengorbanan terbesar adalah pada seorang ibu. Pada ibu-ibu yang	4.5	speaker Aya U	niversitas Brawijaya
rawijaya	Unive	rsitas B	memberikan pendidikan-pendidikan di rumah tangga.		ljaya U	b.Positive politeness:
rawijaya	Unive	rsitas B	b. Saya harapkan kalian berterima kasih	b. Speaker	b. Negative FTA-	Strategy, notice,
rawijaya	Unive	rsitas B	kepada ibu, apalagi surga di bawah telapak kaki ibu.		suggetions, advice	attend to the Brawijaya
Irawijaya	Unive	Speaker	Berbakti kepada orang tua, berbakti	a omversi	Positive FTA:	Positive politeness:
rawijaya	1 1	rsitas B	kepada ibu adalah kemulian hidup yang	a Universi	Increases or rising of	Strategy 5, seek awii aya
rawijaya	Unive	rsitas B	tertinggi. Jangan sia-siakan harapan mereka. Gantungkan cita-citamu setinggi	a Liniversi	dangerously emotional topics that	agreement Strategy 2, Brawijaya
rawijaya	Unive	rsitas B	dangitaya Universitas Brawijay	a Universi	relate to politics, race	nexaggerates Brawijaya
rawijaya	Unive	rsitas B	rawijaya Universitas Brawijay	a Universi	and religion and negative-threat,	niversitas Brawij <mark>a</mark> ya
rawijaya	Unive	rsitas B	rawijaya Universitas Brawijay	a Universi	warning, dares ya U	niversitas Brawij <mark>a</mark> ya
Irawijaya	Unive	Speaker	ARB AbuRizal Bakrie	a Universi	tas Brawijaya - U	Positive politeness:
rawijaya	Unive	rsitas B		a Universi	tas Brawijaya U	Strategy 5, seek away

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya

agreement

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Universitas Brawijaya Universitas Brawijaya

awijaya			Brawijaya	Universitas Brawija	_		Universitas Brawi	
awijaya			Brawijaya	Universitas Brawija			Universitas Brawi	
awijaya			Brawijaya	Universitas Brawija	_		Universitas Brawi	
awijaya	Unive	ersitas E	Brawijaya	Universitas Brawija	ya Universi	tas Brawijaya	Universitas Brawi	ijay
awijaya	Unive	ersitas E	Brawijaya	Universitas Brawija	ya Universi	tas Brawijaya	Universitas Brawi	ijay
awijaya	Unive	ersitas E	Brawijaya	Universitas Brawija	ya Universi	tas Brawijaya	Universitas Brawi	ijay
awijaya	Unive	ersitas E	Brawijaya	Universitas Brawija	ya Universi	tas Brawijaya	Universitas Brawi	ijay
awijaya	Unive	rsitAds	vertisement	5: Tentang Bung Karn	va Universi	tas Brawijaya	Universitas Brawi	ijay
awijaya		rsitas F		Universitas Brawija	va Universi	tas Brawijaya	Universitas Brawi	
awijaya	No Unive	Speaker	Brawijaya	Utterances Universitas Brawija	Whose Face	Face Threatening A (Brown and Levinse		iiav
awijaya	Unive	reitae F		Universitas Brawija	TD1	ras Rr 1987)	1987) sitas Brawi	
awijaya	1.	Text rsitas E	Bung Karno	penggali paham kebangsaan	, a Universi	Positive FTA:	Positive Politeness:	
awijaya			Indonesia Brawijaya	Universitas Brawija Universitas Brawija		Increases or rising of dangerously	of Strategy 5, seek agreement	
					Speaker	emotional topics that	at	2
awijaya			Brawijaya	Universitas P	Universi	relate to politics, rad and religion		
awijaya			Brawijaya	Univer	rersi	Tailu Prigion Jaya	Universitas Brawi	ıjay
awijaya	2.11V	ARB	_	no menanamkan rasa	a. Speaker	a. Positive FTA:	a. Positive Politeness:	
awijaya		ersitas E	Indonesia B	dan persatuan dari bangsa eliau mengatakan dari		Increases or rising of dangerously	of Strategy 7, pressupose/raise/asser	
awijaya		ersitas E	sabang sam	pai merauke bukan hanya	BA.	emotional topics tha	at t common ground	ijay
awijaya		ersitas E		ita. Bukan hanya juga pulauan yang dihubungkan	141	relate to politics, rad		
awijaya		ersitas	dengan lauta	an. Tapi yang lebih penting	蓬	and religion	Universitas Brawi	
awijaya	Unive		daripada itu kesatuan cit	kata Bung Karno adalah	0.00		Universitas Brawi	
awijaya	Unive		Kesatuan Cit	a-cita.	11 350	7,	hiversitas Brawi	ijay
awijaya	Unive	ersi		kita untuk menuju Indonesia	b. Speaker	b. Negative FTA:	b. Positive Politeness:	jay
awijaya	Unive	ersi		Menuju Indonesia yang onesia yang sejahtera.		promises	strategy 11, be optimistic	jay
			bersatu. Ind					
awijaya awijaya	Unive Unive	ersita	Indonesia ya	ang modern.	ngsa		niversitas Brawi niversitas Brawi Iniversitas Brawi	ijay ijay ijay
awijaya awijaya awijaya awijaya awijaya	Unive	ersita ersita ersita Speaker	Indonesia ya		ngsa Whose Face	Face Threatening A (Brown and Levinson	niversitas Brawi Iniversitas Brawi Universitas Brawi Universitas Brawi Iniversitas Brawi	ijay: ijay:
awijaya awijaya awijaya awijaya	Unive Unive Unive Unive	ersita ersita ersita Speaker ersitas	Indonesia ya	S: Petani Pahlawan Bar Utterances	Whose Face	(Brown and Levins 1987)	niversitas Brawi Iniversitas B	ijay ijay
awijaya awijaya awijaya awijaya awijaya	Unive Unive	ersita ersita ersita Speaker	Indonesia ya	S: Petani Pahlawan Bar Utterances	Whose Face is Threatened	(Brown and Levins 1987) Negative FTA:	niversitas Brawiniversitas Bra	ijay ijay
awijaya awijaya awijaya awijaya awijaya awijaya	Unive Unive Unive Unive Unive Unive Unive Unive	ersitadersitas Ersitas	ertisement (S: Petani Pahlawan Bar Utterances apa petani	Whose Face	(Brown and Levins 1987)	niversitas Brawiniversitas Bra	ijay ijay
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rawijaya 	2. ARB	a.Presiden kita ini sudah 6. Semua presiden meninggalkan <i>legacy</i> nya.	a. Speaker	a. Positive FTA: Increses or rising of	a. Positive Politeness:
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rawijaya 	Universi	bangsa ini. Presiden Soekarno mempersatukan Indonesia. Presiden	U. M.	emotional topics that relate to politics, race	t common ground
rawijaya 	Universit	Soeharto memajukan ekonomi Indonesia.		and relegion	hiversitas Brawijay
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rawijaya	Jniversitas V	bangsa ini.	186		Iniversitas Brawijay
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rawijaya	Universitas B	emas Indonesia yang pada 100 tahun Indonesia merdeka, 2045, kalianlah	1	Orders and request	Strategy 11, be away
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rawijaya	Universitas		In this utterance, the spe				
rawijaya	Universitas	Brawijaya	image to the hearer by	3 Universitas	Brawijaya	Universitas	Brawijay
rawijaya							
rawijaya			ng assert/pressuppose kno				
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya			h putih". He uses the flag				
rawijaya 	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas	Brawijaya	Universitas Brawijaya	a Universitas	Brawijaya	Universitas	Brawijay

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijava all people in Indonesia because Indonesia is a mulicutural Brawijaya **Universitas Brawijaya** Universitas Brawi country as seen in the statement "tidak ada warna kuning, tidak adasitas Brawijaya Universitas Brawijaya rawijaya rawijaya Universitas Brawi warna biru" and they can be united by a symbol of the colour itself.sitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawii the speaker and the hearer, people close to each other. **Universitas Brawijaya** Universitas Br.B. Harus membela rakyat kecil. Harus membela pedagang kecil, membela sitas Brawijaya pedagang kaki lima. Universitas Brawijaya (We must defend lower people. We must defend small seller, we must sitas Brawijaya niversitas Brawijaya Universit defend kaki lima seller.) : Promises (Negative FTA) Analysis: Here the speaker used "membela" to make promises to the rawijaya hearer. In FTA promises is included in negative face. The speaker Stas Brawijaya makes a negative face by promising in lower class people, like rakyat Brawijaya kecil, pedagang kecil and pedagang kaki lima to make the hearer give more attention to him because usually people as the hearer likes thesitas Brawijaya Universitas Brawij president candidate who wants to help more lower class society. Iniversitas Brawijaya b. Politeness Strategy : Offer-promises (Positive Politeness) Universitas Brawijaya Universitas Brawijaya Universitas Brawija Analysis versitas Brawijaya Universitas Brawijaya This utterances contains positive politeness by using offer-**Universitas Brawijaya** Universitas Brawii promises strategies. As one of the president candidates, the speaker strategies. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawii must use promises as one of the important strategies. So in this sitas Brawijava rawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya

	SINTOIDICAS DIGITIJAJA SINTOIDICAS DIGITIJAJA SINTOIDICAS DIGITIJAJA	OTHER DIGITION
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawij advertisement, the speaker promise that he always helps lowe	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawij small seller and pedagang kaki lima iversitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya 3. ARB, Aburizal Bakrie. ARB rakyat sejahtera. Bangsa maju. Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Bra(ARB, AbuRizal Bakrie, ARB makes people prosperous. Make	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya PTA Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawi b. Politeness Strategy Universitas Br Universitas Br Analysis Analysis	Universitas Brawijay
rawijaya	Universitas Brawing ASRA ijaya	Universitas Brawijay
rawijaya	Universitas Br b. Politeness Strategy :- va	Universitas Brawijay
rawijaya	Universitas Analysis :-	Universitas Brawijay
rawijaya	Universita	Universitas Brawijay
rawijaya	Universi Advertisement 2: Motivasi Untuk Anak Bangsa (Motivation for Inc	donesian _{sitas} Brawijay
rawijaya	Universi Universi	hiversitas Brawijay
rawijaya	Universit	hiversitas Brawijay
rawijaya	Universit In this advertisement there are three utterences containing F	
rawijaya	University	niversitas Brawijay
rawijaya	Universit politeness strategies. There are follows:	Iniversitas Brawijay
rawijaya	Universita 1. Pesan Aburizal Bakrie untuk anak Indonesia	Universitas Brawijay
rawijaya	Universitas \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Universitas Brawijay
rawijaya	Universitas (Aburizal Bakrie's message for Indonesian children)	Universitas Brawijay
rawijaya	Universitas B a. FTA : Suggestion and advice (Negative FTA)	Universitas Brawijay
rawijaya	Universitas Branda Jaya	Universitas Brawijay
rawijaya	Universitas BraAnalysis : jaya	Universitas Brawijay
rawijaya	Universitas Brawija Here the speaker wanted to give suggestion to the hearer a	Universitas Brawijay
rawijaya		
rawijaya	the word "pesan" which means message. The speaker wanted	to give
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bramessage for the hearer (<i>rakyat Indonesia</i> /Indonesian people) ava	Universitas Brawijay Universitas Brawijay
rawijaya rawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya b. Politeness Strategy : Seek agreement (Positive Politeness)	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
ʻawijaya	Universitas Diawijaya Universitas Diawijaya Universitas Brawijaya	oniversitas Brawijay

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijay In this utterance the speaker used seek agreement strategy	llniversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brathe hearer agree indirectly with his statement. This kind of strateg	yusuallysitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya use while the candidate doing campaign. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas2. A. Ayahnya bapak itu adalah anak seorang petani dan beliau ha	nya lulussitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitäs sekolah rakyat, sekarang sekolah dasar. Beliau meninggal tahun 88,	umur 72	Brawijay
rawijaya	Universitas tahun. Pada saat itu, si anak yang sekolah rakyat itu punya pegawa	ai 10.000 ^{sitas}	Brawijay
rawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas <i>orang</i> vijay rawijaya	Universitas	
rawijaya	Universitas Brawi Universitas Brawi Universitas Brawi Universitas Brawi	Universitas	Brawijay
rawijaya			
rawijaya	Universitas is called elementary school nowdays. He passed away in 1988, on	i 72 years sitas	Brawijay
rawijaya	Universitation old. At that time, the kid who just finish sekolah rakyat ha	Universitas	
rawijaya			
rawijaya	University employees.)	niversitas	
rawijaya	Universit	hiversitas	
rawijaya rawijaya	Universit a. FTA : bringing a bad news or good news (boasting) a Universit	/ -	
rawijaya	Universita speaker (positive FTA)	niversitas Iniversitas	
rawijaya Brawijaya	University W. C. S.	Universitas	
rawijaya	Universitas Analysis : Universitas	Universitas	
rawijaya	Universities In this utterance the speaker told a story about his fa	mily. Hesitas	Brawijay
rawijaya			
rawijaya	Universitas Brachose his father's biography. The father of his father was just	a farmer	Brawijay
rawijaya	Universitas Bra and just graduated from elementary school but his father b		
rawijaya	Universitas Brawiik wijaya	Universitas	Brawijay
rawijaya	Universitas Bra succesfull person. The speaker uses this positive face by to	elling his	Brawijay
rawijaya	Universitas Brawijaya father's story to make the hearer give more attention to him.	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Bb.Politeness Strategyitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas B. Kalau sekolah rakyat aja bisa, masak kalian yang sekolahnya	di SMKN itas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas B tidak bisa. Pasti bisa. Tidak ada yang tidak akan bisa kita capai k		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
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rawijaya	Universitas	Brawijaya U	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas	Brawijaya l	Jniversitas Brawijay	a Universitas	Brawijaya	Unive ¹ sitas	
rawijaya	Universitas	Brawijaya l	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	
rawijaya	Universitas	Brawijaya l	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya l	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	
rawijaya	Universitas	B barani V Kita	mesti berani bermim	oj dan komudia	Brawijaya	olangkah sitas	Brawijay
rawijaya	Universitas	Brawijaya U	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas		kir. Berani bermimpi. Be			Universitas	
rawijaya	Universitas	Brawijaya l	Jniversitas Brawijay	a Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	(If sekolah) Brawijaya	rakyat can do it, you wh	o are studying in	SMKN can	do it. You Universitas	Brawijay
rawijaya			le to do it. Nothing is in				
rawijaya	Universitas	Brawijava l	Jniversitas Brawijay	a Universitas	Brawijava	Universitas	Brawijav
rawijaya	Universitas	Br must be bra	ve to dream and then br	ave to step up, b	orave to think	, brave to	Brawijay
rawijaya	Universitas				Brawijaya	Universitas	
rawijaya	Universitas		C 10 do.)	195	Brawijaya	Universitas	
rawijaya	Universitas	Ba. FTA	: Suggestions and ad	vice (negative F	ΓA) _{awijaya}	Universitas	
rawijaya	Universitas	Braw	GITASE		ijaya	Universitas	Brawijay
rawijaya	Universitas	Br Analysis	251170	MAIL	va	Universitas	Brawijay
rawijaya	Universitas	Her	e, the speaker used ne	gative face by	giving sugge	stion and sitas	Brawijay
rawijaya	Universita		A STALLANT	M - I		Universitas	Brawijay
rawijaya	Universi		ne hearer which can be				
rawijaya	Universi	tidak akan	bisa kita capai kalau ki	ta herani Kita	mesti berani	hermimpi	Brawijay
rawijaya	Universit					hiversitas	Brawijay
rawijaya	Universit	dan kemud	lian berani melangkah	Berani berpik	kir. Berani l		
rawijaya	Universit	Rarani hart	indak". This utterence n	agang ayarythin	a can be read	niversitas	
rawijaya	Universita		13" 01/211		/	piliversitas	Brawijay
rawijaya	Universita	are brave, b	rave to get the dream ar	d then brave to	step up, brave	to think, sitas	Brawijay
rawijaya	Universitas	\ \		TIE.	//	// Universitas	Brawijay
rawijaya	Universitas		brave to do. This utte	111 3// //			
rawijaya	Universitas	while the s	peaker met and to gave	some speech to	high school	Universitas students.	Brawijay
rawijaya	Universitas	Dia	AA		aya	Ulliversitas	Diawijay
rawijaya			r compare the high scho	ool student with			
rawijaya	Universitas	Brawija	students level in a form	al school but he	wijaya could survive	Universitas and be a	Brawijay
rawijaya							
rawijaya Irawijaya	Universitas	succesfull p	person. So the students w	ho get higher ec	lucation than	his father	Brawijay
rawijaya			e than a succesfull perso				
rawijaya			Jniversitas Brawijay	-		Universitas	
rawijaya	Universitas	want to be.	Jniversitas Brawijay	a Universitas a Universitas	Rrawijaya	Universitas	
rawijaya			strategy : politeness-b				
rawijaya	Universitas		strategy (3: politeness-b Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
rawijaya	Universitas		Jniversitas Brawijay			Universitas	
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awijaya	Jinversitas	Diawijaya (zinversitas biawijay	u Universitas	Diawijaya	Universitas	Diawijay

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijay In this utterance, the speaker used positive politeness strategy while strategy while Universitas Brawijaya Universitas Brawijaya Universitas Bridoing his speech. The speaker wanted to make the hearer optimistic by hissitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Statement" tidak ada yang tidak bisa kita capai". This means nothing is Universitas Brawijaya Univ rawijaya rawijaya rawijaya Universitas Brimposible to reach. The speaker wanted the hearer to be optimistic personsitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br in the future life. We can be anything we want and successful. Universit Advertisement 3: Rakyat Pahlawan Pembangunan (People Are Development Sitas Brawijaya UniversitHeroes)wijas In this advertisement there are four utterences containing FTA and stas Brawijaya **Universitas Bra** Universit politeness strategies. There are follows: Universitas Brawijaya Universitas Brawijaya 1. Dia merangkul dan membuka harapan. Dia membesarkan hati dan tas Brawijaya rawijaya mengulurkan tangan persahabatan. (He embraces and opens the hope. He encourages his heart and lends a handsitas Brawijaya rawijaya of friendship.) rawijaya a. FTA : Complimenting others (Positive FTA) Analysis Here the speaker used Positive FTA by complementing others. We Universitas Broseen in the way that speaker use in utterances "embraces and opens thesitas Brawijaya hope, encourage his heart and lends a hand of friendship". By use that Universities Brauda and the speaker make face like the hearer should complimenting to Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brahim because of his work that has been done ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya b. Politeness Strategy : Offer, promise (Positive Politeness) rawijaya Universitas Branalysis Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universi	tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universi	tas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universi	tas Brawijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universi	tas Brawijay
rawijaya	Universitas	Brawijay Here the speaker used positive politeness strategy to make the	tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas	Brahearer/more interested in this advertisement. He used offer-promises	tas Brawijay
rawijaya	Universitas	Brawijaya Universitas	tas Brawijay
rawijaya			
rawijaya		Bi membesarkan hati dan mengulurkan tangan persahabatan". This means	
rawijaya		Brawijaya Universitas	tas Brawijay
rawijaya	Universitas		
rawijaya	Universitas	make a mendship to the hearer if he becomes a president.	tas Brawijay
rawijaya	Universitas	Brawijaya Universi 2: Para petani, para nelayan, para supir taksi, mereka juga adalah j	tas Brawijay
rawijaya rawijaya			
rawijaya rawijaya	Universitas	nahlawan nambanaunan	tas Brawijaya tas Brawijaya
rawijaya	Universitas		
rawijaya	Universita 2	(1 armers, fishermen, taxi arrivers, they are heroes of development too.)	tas Brawijaya tas Brawijaya
rawijaya	Universit		tas Brawijay
rawijaya	Universi	A liversi	tas Brawijay
rawijaya	Universit	Analysis : -	tas Brawijay
rawijaya	Universit	b. Politeness Strategy : give gifts to the adressee (goods, symphaty,	
	Universit	48 YEAR WAY 6 3 1 / 5 Y / 10 6 / 10 10 10 10 10 10 10 10 10 10 10 10 10	tas Brawijay
rawijaya	Universita	understanding cooperation) (Positive Politaness)	tas Brawijay
rawijaya	Universita		tas Brawijay
rawijaya	Universitas	Universi	tas Brawijay
rawijaya	Universitas	TT 11 11 11 11 11 11 11 11 11 10 1	tas Brawijay
rawijaya	Universitas	the hearer. The speaker gave gifts about symphaty to lower class people	tas Brawijay
rawijaya	Universitas	Bra Universi	tas Brawijay
rawijaya	Universitas	Braike farmer, fisherman and driver. Usually people underestimate people	tas Brawijay
rawijaya	Universitas	Brawija wijaya Universi	tas Brawijay
rawijaya		By who get those jobs, but in this advertisement the speaker called them	
rawijaya		neroes of development.	tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya		3. Bagi ARB rakyat adalah tulang punggung Indonesia. Pedagang kecil,	
rawijaya	Universitas	supir truk, hingga perawat dan guru sekolah. Kepada mereka semua kita	tas Brawijay
rawijaya			
rawijaya		The table of the time that the table of table	tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
rawijaya	Universitas		tas Brawijay
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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universi	tas Brawijay

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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas		
rawijaya	Universitas	4.4	
rawijaya	Universitas		
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	(for ARB people are bread maker of Indonesia. A small seller, a truck driver,	wijay
rawijaya	Universitas		
rawijaya	Universitas	until a nurse and a teacher. We must thank them.) itas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra a. FTA : Expressing thanks (Negative FTA) Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Branialysis Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijay The speaker used negative face by expressing thanks as seen in the	wijay
rawijaya	Universitas	word "kepada mereka semua kita harus berterima kasih". This mean we	wijay
rawijaya	Universitas	s Brawijaya Universitas Bra	wijay
rawijaya		B must be thank them. They in this utterances refers to small scale sellers, sitas Bra	wijay
rawijaya	Universitas	drivers nurses and teachers. The speaker used expressing thanks to the	wijay
rawijaya	Universitas	Historysitas Dus	
rawijaya	Universitas	lower class to make good image that he is a pointe person.	
rawijaya	Universita	b. Politeness Strategy : Exaggerate and Include both S&H in the sitas Bra	wijay
rawijaya rawijaya	Universi	iversitas Bra	
rawijaya Irawijaya	Universit	activity (Positive Politeness) niversitas Bra	
rawijaya	Universit	Analysis niversitas Bra	
	Universit	niversitas Bra	
rawijaya	Universita	Here, the speaker used two positive politeness strategies. First is	
rawijaya	Universitas		
rawijaya	Universitas	chaggerate as seen in kepada mereka semua kua naras berterima kasin .	wiiav
rawijaya	Universitas		wijay
rawijaya	Universitas		
rawijaya	Universitas	Bra Universitas Bra	wijay
rawijaya	Universitas	BroThey just the citizen who live in lower class but here the speakers it as Bro	wijay
rawijaya	Universitas	Brawija wijaya Universitas Bra	wijay
rawijaya		Br exeggerated like they are heroes, doing something big for Indonesia. Sitas Bra	
rawijaya	Universitas	Second it included both the speaker and the hearer in the activity as seen in Brawijaya Universitas Brawijaya	wijay
rawijaya			
rawijaya		Bra'kita'yor "we", which are the speaker ARB and the hearer Indonesiansitas Bra	
rawijaya	Universitas		
rawijaya	Universitas		
rawijaya		4. Salam ARB. ARB jos gandos. Wijaya Universitas Brawijaya Universitas Bra	
rawijaya	Universitas	(1 ADD ADD : 1)	
rawijaya rawijaya			
rawijaya rawijaya	Universitas Universitas		
rawijaya	Universitas		
awijaya	OHINGISHAS	Diawijaya Diliversitas Diawijaya Diliversitas Diawijaya Diliversitas Dia	wijdy

	OTHER DESIGNATION OF THE OFFICE OFFICE OFFICE OF THE OFFICE OFFIC	Jiii v O i O i taa O	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya		Jniversitas	
rawijaya		Jniv ⁴⁵ sitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya		Jniversitas -	Brawijay
rawijaya	Universitas BravAnalysis Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya b. Politeness Strategy : Use in group identity markers (Puniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Positive	Brawijay
rawijaya		Jniversitas Iniversitas	
rawijaya		Jniversitas Iniversitas	
rawijaya	Amalyzaia	Jniversitas Jniversitas	
rawijaya			
rawijaya rawijaya	Universitas Brawijaya Here the speaker wanted to make a slogan that describe	d their	Drawijay
rawijaya Irawijaya	Universitas Brawijaya U as Brawijaya U Universitas Braidentity markers. We can see in the utterances "ARB jos gandos".	Jniversitas JAš wesitas	
rawijaya	Universitas Brawi S P ijava U	Iniversites	Brawijay
rawijaya Srawijaya	Universitas Brawi know this is javanesse language. The speaker used in group language	ge "jos Tersitas	Brawijay
rawijaya	Universitas gandos" to make identity that the javanesse people chose and sup	portedsitas	Brawijay
rawijaya	Universita	Iniversitas	Brawijay
rawijaya	Universi him. This is one of the important ways to influence the hearer because		
rawijaya	Universi Universi	hiversitas	Brawijay
rawijaya	Universit Universit	hiversitas	Brawijay
rawijaya	Universit to become a president.	hiversitas	
rawijaya	University	niversitas	Brawijay
rawijaya		niversitas	
rawijaya	Universita In this advertisement there are four utterences containing FT.	Alandsitas	Brawijay
rawijaya		Jniversitas 	
rawijaya 		Jniversitas	
rawijaya	Universitas B. 1. A. Kalian tidak akan sampai disini. Ibu saya meninggal dunia tahun	niversitas n yang	Brawijay
rawijaya	Universitas Bra		Brawijay
rawijaya	Universitas lalu. Saya sangat menghormati ibu saya, saya juga sangat menghormat	•	
rawijaya rawijaya	Universitas Brawija Universitas Saya. Tapi saya tahu pengorbanan terbesar adalah pada seorang ibu.	Jniversitas J <i>Pada</i> sitas	Brawijay Brawijay
rawijaya	Universitas ibu-ibu yang memberikan pendidikan-pendidikan di rumah tangga.	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya L	Jniversitas	Brawijay
rawijaya	Universitas (You never get here. My mother passed away last year. I am deeply it	respectsitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya	Universitas Brawijaya	oiggest Triversitas	Brawijay
rawijaya	Universities sacrifice is on the mother. On the mothers who give knowledge at home	Iniversitas	Brawijay
rawijaya		Jniversitas -	
rawijaya		Jniversitas -	
rawijaya		Jniversitas -	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya		Jniversitas -	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay

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rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brayerayabr	inging a had	news or good	l news (boasti	ng) about the	speaker sitas	Brawijay
rawijaya	Universitas				Universitas		Universitas	Brawijay
rawijaya	Universitas	Br (positive F	TA)versitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya							s.Unithissitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Bradvertisen	nent the speake	er boasted abo	out his mother	's story and h	is respect	Brawijay
rawijaya	Universitas	Brawii ava hi	s father. This	kind of fac	e can make t	the hearer re	spect the sitas	Brawijay
rawijaya	Universitas	Brawijaya			35	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brespeaker wi	ith his story ab	out his paren	ts.	rawijaya	Universitas	Brawijay
rawijaya	Universitas	h Politene	acc Stratagy	eek agreemen	at (positive pol	iteness	Universitas	
rawijaya	Universitas	Br. D. Fontene	ess strategy. s	cek agreemen	ii (positive poi	va	Universitas	
rawijaya	Universitas	Analysi	s:		堂		Universitas	
rawijaya	Universita		75/1	(A.A.)	May (Universitas	
rawijaya	Universi						s one of sitas	
rawijaya	Universi	positive po	oliteness strate	gies. The spe	aker makes the	e hearer agree	with this hiversitas	Brawijay
rawijaya	Universit			14				
rawijaya	Universit	utterance	indirectly about	ut his mother	s's story and h	now to respec	t parentssitas	
	Universit	especially	mother by tha	nking as seen	in "Saya hara	ıpkan kalian h	niversitas perterima	
rawijaya	Universita	\	120	6121	1	/	piliversitas	Brawijay
rawijaya	Universita	kasih kepa	ıda ibu, apala	gi surga di b	pawah telapak	kaki ibu". It	means, Isitas	Brawijay
rawijaya	Universitas	hone you	thanks to you	r mother eve	en less heaven	is under the	Universitas mother's sitas	Brawijay
rawijaya	Universitas	nope you	thanks to you	i momer, eve	n iess neaven	is under the		
rawijaya rawijaya	Universitas Universitas	foot.	1	11/19	11	d	Universitas Universitas	
rawijaya Irawijaya			nkan kalian b	aut anim a la aile	lanada ibu a	aya a a la ai iowa	di bawahsitas	
rawijaya Brawijaya	Universitas		pkan kallan be	rierima kasin	і керааа іви, а	<i>palagi surga</i> Wijaya	<i>ui bawan</i> sitas Universitas	
rawijaya	Universitas	telapak kaki i	bu.			rawijaya	Universitas	
rawijaya					versitas		mother's	
rawijaya	Universitas	(I hope you t	hank to your i	nother, espec	nally when hea	aven is under	mother's Universitas	Brawijay
rawijaya	Universitas				Universitas		Universitas	
rawijaya	Universitas						Universitas	
rawijaya	Universitas Universitas	a. FTA: Sugg	estion and adv	ice (Negative	FTA) Universitas	Brawijaya	Universitas	
rawijaya	Universitas				Universitas		Universitas	Brawijay
rawijaya	Universitas	-	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
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rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay

	OTHER DESIGNATION OF THE PERSON OF THE PERSO	Diamilara emireretta Diamilara emireretta Diamilara emireretta Diamila
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	
rawijaya	Universitas	47
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawija Here the speaker use Negative FTA by giving Suggestion and advice Brawija
rawijaya	Universitas	
rawijaya	Universitas	as seen in the utterances "I hope you thank to your mother". The speaker usesitas Brawija
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya suggestion and advice to creat that his face can give suggestion to the hearer.
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya		b. Politeness Strategysite: Notice, attend to addresse (his interest, wants, sitas Brawija)
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		needs, goods) (Positive Politeness) Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	
rawijaya	Universitas	
rawijaya		Brawija In this utterences the speaker used positive politeness strategy by usesitas Brawija
rawijaya rawijaya	Universitas Universitas	wents and interest strategy to the hearer We can seen in the utterences "I
rawijaya	Universitas	hope". Here the speaker want to give the hearer wants by giving suggestion Sitas Brawija
rawijaya	Universita	niversitas Brawija
rawijaya	Universi	about interest topic, mother. So the speaker can make the hearer interests it as Brawiia
rawijaya	Universi	A liversitas Brawijas
rawijaya	Universi	because of the suggestion and the interest to rise up in this part of
rawijaya	Universit	advertisement. Iniversitas Brawija
rawijaya	Universit	niversitas Brawija
rawijaya	Universita	2. Berbakti kepada orang tua, berbakti kepada ibu adalah kemulian hidup sitas Brawija
rawijaya	Universita	yang tertinggi. Jangan sia-siakan harapan mereka. Gantungkan cita-citamu Brawija
rawijaya	Universitas	Universitas Brawija
rawijaya	Universitas	
rawijaya	Universitas	
rawijaya	Universitas	Bra loyar parents, loyar to our mother is the highest glory of file. Do not aya Universitas Brawijay
rawijaya	Universitas	disssapoint them. Hang up your ambition to the sky.) jaya Universitas Brawijay
rawijaya	Universitas	
rawijaya	Universitas	
rawijaya	Universitas	relate to politics, race and religion and negative-threats, warning, dares Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		
rawijaya	Universitas	Bra(positive FTA)versitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya		Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas	Brawijaya In this utterance the speaker used two kinds of FTA. First is Brawijaya
rawijaya	Universitas	
rawijaya		Br positive face, rising of dangerously emotional topics that relate to politics, sitas Brawija
rawijaya	Universitas	
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brace and religion. Here the speaker was rising a topic about how to give sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brour loyalty to parents. This kind of topic makes a good face for the sitas Brawijava rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitas Br second is negative face, threats, warning, dares. This face can be seen in "sitas Brawijaya Universitas universitas Brawijaya universitas universitas universitas universitas univer rawijaya Universitas Brawnated to warn the hearer with the word "do not" to make the parents not s Brawijaya Universitas Brawijaya Universitas Brato be disappointed with us and dares with the word "hang up" our dreamssitas Brawijaya Universitas Braw' to make it comes true. Universitas Brawijaya (positive sitas Brawijaya b. Politeness Strategy: seek agreement and exaggerate niversitas Brawijaya Universit politeness) Analysis This utterance contained two strategies of positive politeness it as Brawijaya rawijaya strategy. first is used seeking agreement strategy by rising up a safe topic. rawijaya Here, the speaker used the safe topic about parents, for example must be stas Brawijaya polite, give respect and make the parents proud of us. Second is sitas Brawijaya exaggerate, the speaker show the interest, approval and symphaty by Universitas Bragiving hearer suggestion as seen in "do not waste their hope" and "hangssitas Brawijaya Universitas Braup your ambition to the sky" Universitas 3. ARB AbuRizal Bakrie Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BraAnalysis Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Branalysis Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	/ijay
rawijaya	Universitas Brawijay This utterance contained positive politeness strategy. The	Universitas Braw	/ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	
rawijaya	Universitas Braused seeking agreement strategy by always repeating his name	ne∪ini∖thesitas Braw	/ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya beginning or the last part of his advertisement. This kind of st Universitas Brawijaya Universitas Brawijaya	Universitas Braw	/ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	/ijay
rawijaya	Universitas Bravery important to use when doing campaign in advertisement. By	•	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	
rawijaya	Universities Bragreement the speaker can influence the hearer inderectly.	Universitas Braw	, ,
rawijaya	Advertisement 5: Tentang Bung Karno (About Bung Karno) Wijaya	Universitas Braw	
rawijaya	Universitas Brawijaya	Universitas Braw	
rawijaya	Universitas Brain this advertisement there are three utterences containing I		
rawijaya	Universitas Braw' Universitas Braw' Universitas Braw' Vijaya Universitas Braw' Vijaya	Universitas Braw	
rawijaya	Universities	Universitas Braw	_
rawijaya Irawijaya	Universitas 1. Bung Karno penggali paham kebangsaan Indonesia Universita	Universitas Braw Universitas Braw	
rawijaya	Universi (Bung Karno is the founder of Indonesian nationalism)	niversitas Braw	
rawijaya		niversitas Braw	rijay /iiav
rawijaya	Universit universit a. FTA : Increases or rising of dangerously emotional to	ppics that hiversitas Braw	rijay /iiav
rawijaya	Universit relate to politics, race and religion (Positive FTA)	niversitas Braw	_
	Universita Universita	niversitas Braw	
rawijaya	Universita Analysis :	Iniversitas Braw	
rawijaya		y Jrisingsitas Braw	
rawijaya	Universitas Universitas	Universitas Braw	
rawijaya	Universitas L dengerously emotional topics about Bung Karno. Bung Karno is	s the first _{sitas} Braw	/ijay
rawijaya	Universitas B president of Indonesia. He is one of the important person because		
rawijaya	Universitas Bra	Universitas Braw	/ijay
rawijaya	Universitas Brandonesia independent. He built this country with nationalism	mUsoivthesitas Braw	/ijay
rawijaya	Universitas Brawija wijaya	Universitas Braw	/ijay
rawijaya	Universitas Braspeaker used Bung Karno as the main topic because the speaker v		
rawijaya	Universitas Branche face that he can be the same as Bung Karno to build Indone	Universitas Braw esia to be	/ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	/ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya b. Politeness Strategy : Seek agreement (Positive Politeness) aya	Universitas Braw	
rawijaya		Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Braw	_
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
Universitas Brawijay This utterance contained positive politicess as one of politices.	iversitas	Brawijay
Universitas Brawijaya	niversitas	Brawijay
Universitas Brastrategies. The speaker seeks agreement in his atterences in	nithissitas	Brawijay
Universitas Brawijaya	niversitas st be	Brawijay
Universitas Brawijaya		
2. A. Bung Karno menanamkan rasa kebangsaan dan persatuan dari ba	ingsa	Brawijay
Universitas untaian 4 kata. Bukan hanya juga gugusan kepulauan yang dihubun	igkan	Brawijay
Universit	niversitas	
(Bung Karno is instilling a sense of nationalism and unity of Indonesian.	niversitas	
Universit He said that the saying from Sabang to Merauke is not just string of		
Universit	niversitas	Brawijay
important than that, Build Harris said unity is the rather of gould,		
Universities a FTA : Increases or rising of dangerously emotional topics	ilversitas	Brawijay
relate to bottlics, race and religion (Positive FTA)		
Universitas Brawija Here the speaker use positive FTA by rising of danger	ouslysitas	Brawijay
emotional topics about nationalism as seen in the utterances "Bung K Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava	arno	Brawiiav
Universitas Bung Karno is one of the person who gave nationalism for Indon	iesia. Ilversitas	Brawijav
	niversitas	
	Universitas Brawijaya Universitas Universitu	Universitas Brawijaya Universitas Universita Universita Universita Universita Universitas Universitas Universitas Universitas Universitas Brawijaya Univer

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rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Unive1sitas	
rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	
rawijaya			Strategy Brawings	uposa/raisa/assa	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya			liteness)sitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas	Brawijay
rawijaya	Universitas	Analysis	Universitas Brawijaya			Universitas	Brawijay
rawijaya		_	re the speaker used raising		_	positivesitas	Brawijay
rawijaya	Universitas	Brawijava	Universitas Brawijava	Universitas	Brawijava	Universitas	Brawijav
rawijaya	Universitas	B politeness	strategy. The speaker raise	d up the topic a	bout Bung Ka	rno who sitas	Brawijay
rawijaya			as "proklamator", some				
rawijaya	Universitas		as promunator, some	one who has	Brawijaya	Universitas	Brawijav
rawijaya			nt country. This kind of	streategy is in			
rawijaya	Universitas						
rawijaya	Universitas	campaign	because the hearer wants to	o see the nation	nalism of the j	president	Brawijay
rawijaya	Universitas	candidate.	So this advertisement ca	n make the he	earer sure ab	outnikeirsitas	Brawijay
rawijaya	Universit?		T. A. A. E.	the second		Universitas	Brawijay
rawijaya	Universi	decision.			7	niversitas	
rawijaya	Universi	B Kesatuan	kita untuk menuju Indonesi	a vana maju M	Jenuiu Indone	niversitas	Brawijay
rawijaya	Universi	D. Resultant I	aia uniuk menaja maonesi	a yang maju. w	tenaja maone	niversitas	Brawijay
rawijaya	Universit	bersatu. Indo	nesia yang sejahtera. Indor	nesia yang mod	ern.	hiversitas	Brawijay
rawijaya	Universit	(0				niversitas	Brawijay
rawijaya	Universita	(Our united r	nakes Indonesia more adv	ance. It goes to	owards the ad	vance of Universitas	Brawijay
rawijaya	Universita	Indonesia, it	makes Indonesia more pr	rosperous. It m	nakes Indones	sia more itas	Brawijay
rawijaya	Universitas		属 [37]		//	Universitas	Brawijay
rawijaya	Universitas	modern.)			///	Universitas	Brawijay
rawijaya	Universitas	B a. FTA	: Promises (Negative F	TA)	a	Universitas	
rawijaya	Universitas	Bra			aya	Universitas	
rawijaya	Universitas		:		Kjaya	Universitas	
rawijaya	Universitas	Brawija	re the sneaker use negative	ve FTA hy prov	wijaya	Universitas	Brawijay
rawijaya			re, the speaker use negative				
rawijaya	Universitas	seen in the	utterences, "Menuju Indo	nesia yang ma	ju. Menuju I	ndonesia	Brawijay
rawijaya							
rawijaya			u. Menuju Indonesia yang				
rawijaya	Universitas	hearer chose	e him to be a president, he	want to make	Indonesia pre	esperous,	Brawijay
rawijaya							
rawijaya			modern. This kind of face			_	
rawijaya	Universitas		Universitas Brawijaya			Universitas	
rawijaya	Universitas		Universitas Brawijaya			Universitas Universitas	
rawijaya rawijaya	Universitas Universitas		Universitas Brawijaya Universitas Brawijaya			Universitas	
	Universitas		Universitas Brawijaya			Universitas	
rawijaya rawijaya	Universitas					Universitas	
rawijaya			Universitas Brawijaya Universitas Brawijaya				
rawijaya	Universitas					Universitas	
rawijaya	Universitas	Drawijaya	Universitas Brawijaya	universitas	prawijaya	Universitas	brawijay

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universities B the speaker that they must chose the candidate who can make the pr	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Berealya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya b. Politeness Strategy : Be optimistic (Positive Politeness) Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Branilysis Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijay This utterance contained positive politeness strategy. The	speaker	Brawijay
rawijaya	Universitas Brayel be optimistic strategy as seen in "Menuju Indonesia yang		Brawijay
rawijaya	Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brandonesia yang sejahtera. Indonesia yang modern". The spea	iker įwassitas	Brawijay
rawijaya	Universitas Brawi	Universitas	Brawijay
rawijaya	Universitas Brootimistic that in the future Indonesia becomes united country, pro	sperous, Chiversitas	Brawijay
rawijaya	Universitas and modern if the speaker is chosen as a president.	Universitas	Brawijay
rawijaya	Universita	Universitas	Brawijay
rawijaya	Universi Advertisement 6: Petani Pahlawan Bangsa (Farmer Is National Hero)		
rawijaya	Universit Universit Universit In this advertisement there are seven utterences containing F	TA and	Brawijay
rawijaya	Universit Universit		
rawijaya	Universit politeness strategies. There are follows:	hiversitas	
rawijaya	Universit.	niversitas	
rawijaya	Universita 1. ARB menyapa petani	Iniversitas	
rawijaya	Universitat (ARB greeting the farmer)	Universitas	
rawijaya	Universitas	Universitas	
rawijaya	Universitas L. a. FTA :-	Universitas	
rawijaya	Universitas Bl. Analysis : -	Universitas	
rawijaya	Universitas Bra	Universitas	
rawijaya	Universitas Brab. Politeness Strategy : -	Universitas	
rawijaya	Universitas Brawija wijaya	Universitas	
rawijaya	Universitas Brawijaya	Universitas	
rawijaya	Universitas 2. Sekarang itu gabah kering giling itu piro?. Piro itu bahasa kasa Universitas Brawijaya	r bahasa	Drawijay
rawijaya			
rawijaya	Universitas alusnya apa ya?. Pinten. Pinten, ah pinten. Gabah kering giling nik		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya		Universitas Universitas	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Diawijay

Tottrijoryor	011110101000 E	J. G. VV. I G. Y. G.				210111110110	0111110101000	DIGITI JOLY
rawijaya	Universitas B	Brawijaya I	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas B				Universitas		Universitas	Brawijay
rawijaya	Universitas B	Brawijaya 🛚	Universitas	Brawijaya	Universitas	Brawijaya	Unive ³ sitas	
rawijaya	Universitas B	Brawijaya 🛚	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas B	Brawijaya 🛚	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas B	Brawijaya 🛚	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas B	Nowadays h	ow much dry	graind? (piro	is how much i	n javanesse la	anguage).	Brawijay
rawijaya	Universitas B	Brawijaya 1	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas E	<i>Piro</i> is slank,	what is the	correct one?	. pinten. (ho	w much).y P	inten, ahsitas	Brawijay
rawijaya	Universitas B Universitas B	<i>pinten</i> . Gabah	Universitas kering giling	Brawijaya niku pinten p	ak?. (how muc	ch is dry grain	Universitas sir?)	Brawijay
rawijaya								
rawijaya	Universitas B				Universitas		Universitas	
rawijaya	Universitas B Universitas B				Universitas		Universitas	
rawijaya			Universitas		Universitas		Universitas	
rawijaya	Universitas B	b. Politeness	Strategy: U	Jse in identity	markers (Pos	itive Politenes	ss) Iniversitas	Brawijay
rawijaya	Universitas B Universitas B				S	Brawijaya	Universitas	
rawijaya	Universitas B			16 5		rawijaya	Universitas	
rawijaya Frawijaya	Universitas B	Thi	s utterance co	ontained posit	tive politeness	strategy. The	Universitas e speaker speaker	Brawijay
rawijaya	Universitas I							
rawijaya	Universita	used identity	markers by	using Javane	sse ranguage 8	as seen in p	<i>iro, nalūs,</i> sitas Vniversitas	Brawiiav
rawijaya	Universi	and pinten".	In this adve	rtisement the	speaker was	doing some	dialoguessitas	
rawijaya	Universi							
rawijaya	Universit	with tradition	nai farmers. S	o the speake	r used group la	anguage and	dialect to hiversitas	Brawijay
rawijaya	Universit			1 Salet - 1 Albert	earer language		hiversitas	
rawijaya	Universit						niversitas	Brawijay
rawijaya	Universita \\ 3	3. ARB	(31)		(1)		Iniversitas	Brawijay
rawijaya	Universitas	a. FTA			S.		Universitas	Brawijay
rawijaya	Universitas		FET	ETT			Universitas	Brawijay
rawijaya	Universitas L	Analysis	:-				Universitas	Brawijay
rawijaya	Universitas B Universitas B	h Politeness	Strategy : -		1	a	Universitas	Brawijay
rawijaya	Universitas B	Bra Bra	Sualogy .	AA	4 P	aya	Universitas	
rawijaya	Universitas B		:-			Kjaya	Universitas	
rawijaya	Universitas B	Brawija A Para nat	ani itu adala	uh nahlawar	nahlawan ban	wijaya	Universitas	Brawijay
rawijaya	Universitas ⁴							
rawijaya	Universitas B	etani mau ma	kan nasi dari	mana.	omversitas	Brawijaya	Universitas	
rawijaya	Universitas B	Brawijaya 📗	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	
rawijaya	Universitas R							
rawijaya	Universitas B Universitas B	a.FTA	• _		Universitas		Universitas	
rawijaya					Universitas		Universitas	
rawijaya	Universitas B	•	•		Universitas		Universitas	
rawijaya	Universitas B				Universitas		Universitas	
rawijaya	Universitas B Universitas B				Universitas		Universitas Universitas	
rawijaya rawijaya	Universitas B				Universitas		Universitas	
rawijaya rawijaya	Universitas B				Universitas Universitas		Universitas	
	Universitas B						Universitas	
rawijaya					Universitas Universitas			
rawijaya	Universitas B						Universitas	
rawijaya	Universitas B	orawijaya l	universitas	brawijaya	Universitas	Brawijaya	Universitas	brawijay

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas niversitas niv ⁵⁴ sitas	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur		
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur		Brawijay
	niversitas	
	niversitas	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
rawijaya Universitas Bb. Politeness Strategy : Give gifts to the hearer (goods, symp	niversitas	Brawijay
	niversitas	
rawijaya Universitas Bunderstanding, cooperation) (Positive Politeness) itas Brawijaya Ur	niversitas	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
Analysis Irawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijay
rawijaya Universitas Brawijay In this utterance the speaker used positive politeness by giving	ngi giftsitas	Brawijay
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur	niversitas	Brawijav
rawijaya Universitas Brato the adressee. The speaker gave symphaty to the adressee, which	were	Brawijay
rawijaya Universitas Braydani or farmers by rising up their status become "national heroes".		
rawijaya Universitas Brawijaya	. Tilis niversitas	Brawijay
rawijaya Universitas Brastrategy makes the hearer, farmers feel like they get more symphaty		
rawijaya Universitas Brawi	niversitas	
rawijaya Universitas Brethe speaker.	niversitas	Brawijay
rawijaya Universitas B. Anak-anak petani nantinya harus bisa sekolah. Paling tidak sampai	kelassitas	Brawijay
rawijaya Universita 🖊 🐪 🐪 🕍 🕍 🕍 🕍 🕍 🕍 🕍	niversitas	Brawijay
rawijaya Universi 3 SMA. Jadi sekolah 12 tahun itu kita buat secara gratis. Hari esok l		
rawijaya Universi Irawijaya Universi	hiversitas makin	Brawijay
	hiversitas	
rawijaya Universita (In the future, farmer's children should go to school. At least until they a	niversitas	Brawijay
rawijaya Universita the third grade of high school. So we want to make 12 years of school	p _{time} sitas	Brawijay
rawijaya Universitas Ur	niversitas	Brawijay
rawijaya Universitas for free. The future must be better than now. Insya Allah, in the future far		
will get more attention.)	niversitas 	
rawijaya Universitas Bratti aya Un	niversitas 	
	niversitas 	
	niversitas niversitas	
	niversitas niversitas	
rawijaya Universitas Brawijaya Universitas B	in the	Brawijay
rawijaya Universitas Butterance "jadi sekolah 12 tahun itu kita buat secara gratis". The spe		
rawijaya Universitas Brawijaya Universitas B	anted	Rrawijay
rawijaya Universitas B to pay attention more to farmer's life. This face is usually used in camp		
	niversitas	
	niversitas niversitas	
	niversitas	
, , and a second of the second	niversitas	
rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ur		

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rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas		
rawijaya	Universitas	FF.	
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	advertisements. Promises to the hearer is so important to get attention and to	wijay
rawijaya	Universitas		wijay
rawijaya	Universitas	B make them choose the president candidate iversitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	b. Politeness Strategy : offer promises (positive politeness)	wijay
rawijaya	Universitas	BraAnalysis Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas		wijay
rawijaya	Universitas	Brawijay In this utterance, the speaker used offer promises startegy to get	wijay
rawijaya		attention from the hearer. We can see in this utterances that he wanted to	
rawijaya	Universitas	Brawijaya Universitas Bra	wijay
rawijaya		Br pay attention more to farmer's life by giving their children free school forsitas Bra	
rawijaya	Universitas	12 years until the children finish high school. Here the speaker promises to	wijay
rawijaya	Universitas	Hubinovethoo Duo	
rawijaya	Universitas	change the farmer's fire to be better than before.	
rawijaya	Universita	Universitas Bra 5. Jangan lupakan nasib petani. Mereka adalah pahlawan kehidupan. ARB _{sitas} Bra	wijay
rawijaya rawijaya	Universi		
rawijaya rawijaya	Universi	membuka harapan, merangkul semua. Niversitas Bra	
rawijaya Irawijaya	Universit	(do not forget the fate of farmers. They are the heroes of life. ARB opens the sites Bra	
	Universit	niversitas Bra	
rawijaya	Universita	hope, embracing all.) Iniversitas Bra	
rawijaya	Universitas	Sy C 3 la C	
rawijaya	Universitas	a. I III . orders and request (negative I III)	
rawijaya	Universitas	DELL'INITIALITY	
rawijaya	Universitas		
rawijaya	Universitas	This utterance contained negative FTA. The speaker used orders	wijay
rawijaya	Universitas	Band request as seen in the utterances "jangan". The speaker orders that we sit as Bra	
rawijaya	Universitas	Brawija wijaya Universitas Bra	wijay
rawijaya	Universitas	B must not forget farmer's life. The speaker used this negative face to make sitas Bra	wijay
rawijaya	Universitas	the hearer thought that he cared about farmers. It can create good image for Brawliaya by the hearer thought that he cared about farmers. It can create good image for Brawliaya	wijay
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay
rawijaya	Universitas	Bthe speaker while doing campaign aya Universitas Brawijaya Universitas Bra	
rawijaya		Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	
rawijaya		b. Politeness Strategy: give gifts to the addressee (positive politeness) niversitas Bra	wijay
rawijaya	Universitas		
rawijaya		BraAnalysis: Universitas Brawijaya Universitas Brawijaya Universitas Bra	
rawijaya	Universitas		
rawijaya	Universitas	Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra	wijay

	STILL STORES STORES STORES STORES STORES STORES STORES STORES STORES	- OIIII OI OI CAO DI GITTI GI
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijay Here the speaker used positive politeness strategy by givin	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brathe adressee. The speaker gave symphaty to the farmer as see	enJiniythesitas Brawijay
rawijaya	Universitas Brawijaya utterance "Jangan lupakan nasib petani. Mereka adalah p Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brakehidupan". This utterences means that we do not forget farm	ner'si lifesitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya they are heroes of life. Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas BrawFTA :- rawijaya	Universitas Brawijay
rawijaya	Universitas Brawi Analysis : ASB ijaya	Universitas Brawijay
rawijaya	Ulliversitas Di	Universitas Brawijay
rawijaya	Universitas b. Politeness Strategy: -	Universitas Brawijay
rawijaya	Universita	Universitas Brawijay
rawijaya	Universi Analysis :-	niversitas Brawijay
rawijaya	Advertisement 7: Jasa Para Presiden (Merit of President)	niversitas Brawijay
rawijaya	Universit	niversitas Brawijay
rawijaya	Universit In this advertisement there are three utterences containing I	
	Universit politeness strategies. There are follows:	niversitas Brawijay
rawijaya		Iniversitas Brawijay
rawijaya	Universita 1. Pesan ARB bagi pemuda Indonesia	Universitas Brawijay
rawijaya	Universities (ARB's message for young generation of Indonesia)	Universitas Brawijay
rawijaya		Universitas Brawijay
rawijaya	Universitas B a. FTA : Suggestion and advice (Negative FTA)	Universitas Brawijay
rawijaya	Universitas Bray	Universitas Brawijay
rawijaya	Universitas BraAnalysis : jaya	Universitas Brawijay
rawijaya rawijaya	Universitas Brawija Here the speaker wanted to give suggestion to the hearer a	Universitas Brawijay
rawijaya		
rawijaya	Universitas Brawijaya "pesan" which means message. The speaker wanted Universitas Brawijaya "pesan" which means message. The speaker wanted	l to give Universitas Brawijay
rawijaya	Universitas Bramessage to the hearer, young generation of Indonesia. rawijaya	Universitas Brawijay
rawijaya		Universitas Brawijay
rawijaya	Universitas Brawijaya b. Politeness Strategy : Seek agreement (Positive Politeness)	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawijay
awijaya	omversitas brawijaya omversitas brawijaya omversitas brawijaya	Oniversitas Diawijay

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya		Jniversitas	
rawijaya		Jnivē7sitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas -	Brawijay
rawijaya	Universitas Brawijay In this utterance the speaker used seek agreement strategy as	Jniversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya U	Jniversitas	Brawijay
rawijaya	Universitas Brapositive politeness strategies. The speaker used this strategy to ma	ike thesitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya hearer agree with his statement indirectly. The speaker liked to give Universitas Brawijaya	Iniversitas e some	Brawijay
rawijaya			
rawijaya	Universities Branching to young generation of Indonesia and as the hearer we li		
rawijaya Irawijaya	the massage indepictly whether we engrove it or not	Jniversitas Jniversitas	
rawijaya	Universitas 2. A. Presiden kita ini sudah 6. Semua presiden meninggalkan legac Universitas Brawijaya	'y nya.	Drawijay
rawijaya rawijaya	Universita Meninggalkan sesuatu yang baik bagi bangsa ini. Presiden So		
rawijaya Irawijaya			
rawijaya	Universitas Braw Universitas Braw Univer	onesia.	Brawijay
rawijaya	Universitas Presiden Habibie, Gusdur, Megawati, Presiden SBY memberikan		
rawijaya	Universite Universite	Iniversitas	
rawijaya	Universi Indonesia yang baik di dunia internasional. Apakah semua presiden itu		
rawijaya	Universi	niversitas	Brawijay
rawijaya	Universi Universi	<i>şsa ını.</i> Tiversitas	Brawijay
rawijaya	Universit (We had six presidents. All presidents left their legacy. Left something	gʻgʻoodsitas	Brawijay
rawijaya	Universit	niversitas	Brawijay
rawijaya	Universita to this country. President Soekarno united Indonesia. President Soekarno united Indonesia.	eharto niversitas	Brawijay
rawijaya	Universita made the economy of Indonesia more developed. President Habibie, Gu	ln bersitas	Brawijay
rawijaya	Universitas III	Jniversitas	Brawijay
rawijaya	Universitas Megawati, President SBY give good image in international. Would h		
rawijaya	Universities B the presidents succeeded? The answer is not yet of course. But the	Jniversitas v have	Brawijay
rawijaya	Universitas Bray Jaya C	Jniversitas	Brawijay
rawijaya		Jniversitas 	
rawijaya	Universitas Brawija Universitas a. FTA : Increses or rising of dengerously emotional topic	Jniversitas	Brawijay
rawijaya rawijaya		Jniversitas Jniversitas	
rawijaya rawijaya	reface to politics, face and relegion (Fositive FTA)	Jniversitas Jniversitas	
rawijaya		Jniversitas Jniversitas	
rawijaya			
rawijaya	Universitas Brawijaya	rising	Brawijay
		_	
rawijaya			
awijaya awijaya awijaya awijaya awijaya	Universitas Brawijaya	Jniversitas	Brawija Brawija Brawija Brawija Brawija Brawija

101111101701	OTHER DISTRICT	DIGWING			011170101600		011110101000	
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas				Universitas		Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Univ ⁵⁸ sitas	
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijaya	Universitas	Brawijay
rawijaya	Universitas	Brawijaya	of Indonesia	Brawijaya	The speaker d	escribed the	legacy of sitas	Brawijay
rawijaya	Universitas		Universitas				Universitas	
rawijaya	Universitas	Br the presie	dents. Such as	in the utter	ance, Presiden	Soeharto m	emajukans tas	Brawijay
rawijaya	Universitas	Brawijaya ekonomi	Universitas Indonesia, me	Brawijaya ans, preside	Universitas nt Soeharto m	Brawijaya nade the eco	Universitas nomy of Universitas	Brawijay
rawijaya								
rawijaya			progress. Itas				Universitas	
rawijaya		h Doliton	Universitas ess Strategy	Brawijaya	pose/ raise/ as	Brawijaya sert common	Universitas	
rawijaya	Universitas		conversitas.	. Trosse				Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit speaker while doing campaign in advertisement but in other way, the speaker did Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitate avoid to use negative face threatening act. Universitas Brawijava Universitas Brawijaya rawijaya Universitas Brathis research focused on politeness starategy in presidential campaign of sitas Brawijaya Universitas Brawijaya result of this research, the researcher would like to offer some suggestions to tas Brawijaya Universitas Brawijaya Universited Brawijaya Universitas Brawijaya Universit deeply about politeness strategy which are used and performed by the speaker. It liversitas Brawijaya Universities is very important for the people to know more closely about the personality of the itas Brawijaya Universities speaker as president candidate and to be a smart elector after know what kind of Universities Brawijaya Universities and politeness strategy that Universitace and politeness strategy that speaker shows. While for the the next sitas Brawijaya Universitace and politeness strategy that speaker shows. While for the the next sitas Brawijaya Universitace and politeness strategy that speaker shows. While for the the next sitas Brawijaya Universitace and politeness strategy that speaker shows. While for the the next sitas Brawijaya Universitace and politeness strategy that speaker shows. While for the the next sitas Brawijaya Universitace and politeness strategy that speaker shows. politeness strategy. For the next researcher who wants to analyze the same object, Stras Brawijaya Universitadvertisement, the rearcher suggest to analize another aspect of the objects as Brawijaya advertisement for example advertisement on radio or utterances in the text Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Universitate Brawijaya Universi researchers may use other objects to be analyzed in terms of politeness strategy, such as movies, novels, or short stories which have interested topics. rawijaya Universitas Brawijaya Universitas Brawijaya

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