

AN ANALYSIS OF POLITENESS STRATEGY IN MATA NAJWA “ONDE MANDE PARLEMEN” EPISODE

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Abstract: This research purposed to find the types of politeness strategy and to describes, explain the impacts of politeness strategy that used in Mata Najwa “Onde Mande Parlemen” episode based on politeness theory by Brown & Levinson. This research was used a descriptive qualitative, the primary source of the data is utterance that included of politeness strategy in Mata Najwa “Onde Mande Parlemen” episode. The secondary source of this research is all of information it can be collected from newspaper, comments on social media, article etc that related with this object. The data collection method used in this research is observation method by Sudaryanto. The research found the types of politeness strategy amounting to 88 data divided into: positive strategy 57 data, negative strategy 21 data, bald off record strategy 10 data. The sample of analysis will be starting in positive strategy, negative strategy and the last bald off record strategy.

Key words: *Pragmatics, Politeness, Mata Najwa*

INTRODUCTION

Politeness is element to create character of speaking skill of a person that related with attitude. Mata Najwa program is one of television program that include mind set our society, in this talk, it shows not more than just about entertainment or newsmaker but to get more solution, idea and another prospect to build our country and minimize problem of national. Communication is one of important element in society, although there are many kinds included. There are some award of Mata Najwa program that describe how the effect to citizen and society, this award describe how the program not only as entertainment but also give positive effect to people and our national.

On the other side, this program also uses politeness strategy that a function to know what the response of “tamu mata najwa” as informant, the researcher is interested to analyze about politeness strategy that used in “Onde Mande Parlemen” this research only focuses to analyze “on record politeness strategy, negative politeness strategy, positive politeness strategy and off record strategy”, how the impact of politeness strategy to audience and our society according response on social media or news paper. the problem

study are: (1) What types of politeness strategy are used in Mata Najwa program “Onde Mande Parlemen” episode? (2) What impacts of politeness strategy are used in Mata Najwa “Onde Mande Parlemen” episode?

One of conversation in Mata Najwa “OndeMandeParlemen” is episode when Najwa Shihab asked to informant:

Najwa : Onde Mande itu sebetulnya baik atau buruk sih?

Fadli Zon: Bagus dong

Najwa: what does it mean onde mande as a true meaning, good or not?

FadliZon: exactly good

Be pessimistic, this strategy the speaker will show his doubt about it. He will use his pessimistic voice in his utterance to lessen the threat that he gave. Be pessimistic is strategy that speaker shows negative face to hypnotic hearer and hesitating by her/his statement, Commonly the presenter asked it to know what is it mean of onde mande but also to give some threat to hearer with sign by insinuation that Indonesian legislative assembly (DPR) is not too good with stressing when she ask.

Previous study which related with this research done by Ardis Septi Eka Rachmatika (2015) “Politeness Strategy in Forum Indonesia (A Metro TV Program)” this thesis describes¹ about what kinds of FTA by the cons group in criticizing SBY’s performance. The second research by Yuni Murliati (2013) “Politeness Strategies used by George Milton in John Steinbeck’s of Mice and Men” this thesis describes about politeness strategy used by one character George Milton in directives utterance. The second previous study is used politeness by Brown and Levinson. The research by Yuni Murliati (2013) analyze about the aspects why George Milton used it. Meanwhile, this research only focused the impacts of negative and positive politeness strategy. The last previous study which related to this research has been done by Fitriyah Aslikhatulmillah (2015) “Politeness Strategies used by Charlie and Max in Real Steel: An Analysis of Command Utterance” this research describes and analysis first how and why politeness strategy used by Max and Charlie.

Pragmatics is the study about meaning based on context and situation. Pragmatics is the study of speaker meaning. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influence what is said (Yule, 1996). Pragmatics is the study of those principles that will account for why a certain set of sentences are anomalous, or not possible utterances (Levinson, 1983). Pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological and

sociological phenomena which occur in the functioning of signs (Morris, 1938). Such a scope is wider than the work that currently goes on under the rubric of linguistic pragmatics, for it would include what is now known as psycholinguistics, socio-linguistics, and neuro- linguistics (Levinson 1983). Meaning of sentence or utterance according context and situation that used by speaker, so the utterance or sentence is gives the effect to listener. All the definitions of pragmatics point at context as the rallying point for a meaningful interpretation of language in use.

Politeness is theory about face of a person to use communicate with the other. Face, the public self- image that every member wants to claim for himself, consisting in two related aspects: (a) negative face: the basic claim to territories, personal preserves, rights to non distraction-i.e. to freedom of action and freedom from imposition. (b) Positive face: the positive consistent self-image or personality (crucially including the desire that this self image be appreciated and approved of) claimed by interactants by Brown and Levinson (in F.X. Nadar, 2009:32). Meanwhile, face has two aspects, namely 'positive' and 'negative'.

METHOD

Qualitative descriptive method it used by researcher to analysis to get the obtained data which is the politeness strategy in Mata Najwa "Onde Mande Parlemen" episode (Tjahyadi, Andayani, & Wafa, 2020). Data divide into two categories, primary and secondary data. Primary data that used in this research is Primary data in this research is all of utterance that included of politeness strategy in Mata Najwa "Onde Mande Parlemen" also collected the result of expert that re-checking about kinds of politeness and the impacts. Then secondary data Secondary data of this research is all of information it can be collected from newspapers, comments on social media, article etc that related with this object. According all of can be concluded response or opinion about this program and episode from audience or citizen. Then the data collecting uses observation method (direct observation, recording and the last is note or transcribing).Meanwhile, domain, taxonomy, componential analysis and fining cultural value by Spradley (1980) is uses as analysis method.

Data validity determination method has a function on checking the data valid or no. Sumber data dalam penelitian kualitatif bisa berupa orang, peristiwa dan tempat atau lokasi, serta dokumen atau arsip, Sutopo (2002:58) in Adi Sutrisno. In this research, the researcher uses two data source, such as document and informant (expert). The expert in

this part to make sure that data is match to analyzing in this research. The researcher also using re-checking method, re-checking divide by two kinds also, the first is re-checking of theory and the second is re-checking of expert. In this case, re-checking method used for this research. Re-checking data from the utterance of the informant of Mata Najwa “Onde Mande Parelemen” episode. It will be proven by collectiing data from recording and script of the utterance in re-checking theory the validity of the theories as reference is compared among the data, theory and methodological continuously. In this thesis to proven the data while in expert re-checking will be done by re-checking to the expert of pragmatics study that studying technique and quality that used in this research. Taxonomy analysis will be shows in next chapter in finding and discussion.

ANALYSIS AND FINDINGS

The types of politeness strategy are used in Mata Najwa program “Onde Mande Parlemen” episode.

Mata Najwa program is one of television program that include mind set our society, in this talk, it shows not more than just aboutentertainment or newsmaker but to get more solution, idea and another prospect to build our country and minimize problem of national. This research shows some awards of Mata Najwa program such as; Rolling stones editor’ choice award 2014 as Talkshow of the year, KPI award 2013 and 2014 as program talkshow terbaik. Personally, the presenter of this program also has a most popular in Indonesia. Mata Najwa “Onde Mande Parlemen” that located in Universitas Andalas, Padang, Sumatera Barat 5th of November 2014, there are member of Indonesian parliament as participants in group of speakers from this episode that active to discuss about politics and to answer question of citizen or student in a forum.

The participants of group speakers are Fadli Zon as a second dean of Indonesian parliament from Gerindra, Meutya Hafid as members of parliament from Golkar, Akbar Faizal as members of parliament from Nasional Demokrat, Professor Saldi Isra as expert of law from Andalas University and the last is Najwa Shihab as presenter. In this part, it will be discussing about the types of politeness strategy participants in Mata Najwa “Onde Mande Parlemen” episode.

The kinds of politeness strategy in this research will show of the table. There are 88 total data of this research as 57 data found that include in positive strategy, in this strategy divide in 11 parts of positive strategy. The notice and attend to hearer for the first kind of positive strategy are found 4 data, Exaggerate are 4 data, Intensify interest to

hearer are 4 data, Use in-group identity markers 2 data, Seek agreement 1 datum, Avoid disagreement 3 data, Joke 18 data, Be optimistic 8 data, Give (or ask for) reasons 4 data, Give sympathy to hearer 1 data, and the last Assert or presuppose S's knowledge of and concern for H's wants 8 data.

Meanwhile, there are 21 data as negative strategy it will be classified in six parts. There are 2 data for be conventionally indirect, by using Question and hedge 14 data, be pessimistic 2 data, give deference 1 data, apologize 1 data presuppose/raise/assert common ground State the FTA as a general rule 1 data. In other side 10 data for bald off record strategy it divide in four parts as overstate 4 data, use tautologies 2 data, use rhetorical questions 6 data, be ambiguous 1 data. The sample of analysis will be starting in positive strategy, negative strategy and the last bald off record.

Positive Politeness Strategy

In Mata Najwa "Onde Mande Parlemen" episode something found strategy of politeness that so different items, the first explanation will be from positive politeness strategy. According to the data of this research, the researcher find out 57 data that include in eleven part of positive politeness strategy. In this part, it will be discussing about kinds of positive politeness strategy in Mata Najwa "Onde Mande Parlemen" episode, such as sample of this strategy below:

Notice and Attend to Hearer

The speaker used this strategy to make sure that speaker gives more attention about what hearer interests, wants, needs, goods and etc. The presenter in this research used it when situation more difficult to be able information about hearer. The sample of this strategy in this research will be explained above from data.

- | | |
|---------|---|
| Najwa | : kalau yang di ujung sana kisah hidupnya juga menarik. <i>Pernah dipenjara sekarang anggota parlemen, dulu oposisi sekarang partai pemenang pemilu.</i> Bagaimana memaknai roller coaster perjalanan hidup anda itu, bagaimana? |
| Budiman | : bagi saya seluruh perjalanan tadi itu lebih memperkaya saya, saya coba melihat politik dari sisi di luar sistem, bahkan menentang system, menjadi dalam sistem, itu bisa membantu saya memahami bagaimana rasanya saya ada di posisi yang sekarang ditempati Fadli sekarang misalnya, karena kebetulan saya pernah ada di posisi yang sekarang ditempati Fadli, menjadi kekuatan penyeimbang di dalam sistem. |

According to data 10/N/MN/OMP, the speaker said “Pernah dipenjara sekarang anggota parlemen, dulu oposisi sekarang partai pemenang pemilu” that utterance has a meaning to try be able information what the reason of hearer after his party as winner of general election in 2014, According to general election in 2004 the party of hearer has defeated and in 2014 like the reverse side of 2004 general election. The speaker in this case is successfully because this strategy used if we want to get something from hearer to give attention.

Negative Politeness Strategy

The strategy was used when speaker and hearer is in relationship between both of them was not close enough. Thought the speaker in this talk show so many positive strategy, especially by using question and hedge. There are six negative politeness strategy in the data such as; Be conventionally indirect, By using Question and hedge, Be pessimistic, Give deference, Apologize, Presuppose/raise/assert common ground State the FTA as a general rule.

Be conventionally indirect

The strategy is how to show the utterance without convention of context, usually this strategy used by speaker for someone with a good speaks. Here is the data will be explained about that.

Najwa : itu kalau nadanya diucapkan berbeda beda lagi, memang enak (memang enak) atau emang enak (emang enak) itu lain lagi kan, tergantung intonasi adanya ini yang mana nih?

Andi : itu yang kedua “emang enak”

According to sample in data 2/AN/MN/OMP above, it can be taken conclusion that the utterance “emang enak” is explained to be parliament member was not comfortable. Andi used a word “memang enak” maybe no body interested to be a part of parliament, especially for him. In Indonesian meaning the utterance “emang enak” is same like quibble of people.

Bald off Record Strategy

Off record strategy is usually used by speaker to avoid FTA that done of speaker. The implementation of off-record strategy included; metaphor, irony, use rhetorical questions, use tautologies, all kinds of utterance that used off record strategy generally

without doing directly to create different interpretation between speaker, hearer and each other person. Meanwhile, in this part will be discussing about kinds of bald off record strategy in Mata Najwa "OndeMande Parlemen" episode.

Overstate

The strategy is usually to make his or her utterances more interesting than the real situation. The utterance it will be used Overstate usually when the hearer didn't know about something or facts that speaker explained. Here is the sample found on this research was used overstate.

Najwa : bang Budiman seberapa anda optimis, seberapa kondusif kira - kira pemerintahan kedepan berkaca dari apa yang terjadi di parlemen.

Budiman : kita sekarang sudah punya presiden yang dari sosoknya rendah hati. Orang yang tidak segan menghormati, orang yang tidak segan untuk datang, orang yang tidak segan mendatangi siapapun yang barang kali kemarin berbeda. Artinya begini, selama ini kita digambarkan pemimpin itu adalah orang yang harus kekar, punya tingkat keangkuhan yang bisa ditoleransi, seorang pemimpin harus tegar harus gagah, harus menunjukkan wibawa yang secara fisik. Kebetulan presiden kita yang sekarang adalah orang yang karismanya ditunjukkan dengan hal-hal seperti itu tetapi dengan kerendahan hatinya. Manfaatkan ini, manfaatkan ini baik bagi elit politik, rakyat bahwa si presiden ini presiden yang tidak akan menghukummu, tidak akan memarahimu hanya karena ketersinggungan pribadi, seorang presiden yang ambang ketersinggungannya tinggi artinya dia punya toleransi yang tinggi karenanya menurut saya penting untuk kita manfaatkan. *Rileks aja dalam berpolitik, rileks saja dalam perbedaan kita bisa mencontoh beliau, kita bisa mencontoh pak Prabowo untuk kemudian Pak Prabowo juga minta maaf Pak Jusuf Kalla juga dapat menerima dengan*

luar biasa artinya apa, kita bisa membawa Indonesia ke depan mungkin suatu saat mungkin 2019 partainya Bang Akbar, partainya Meutya atau partainya Fadli Zon yang menang siapa tahu dan kami berada d luar kekuasaan lagi siapa tahu. Biasa-biasa saja.

Based on data 9/B/MN/OMP above Budiman was used this strategy so true as controlled the situation that in this time so many competitor all of political party in general elections several months ago. The situation is so uncontrolled especially of cadre both of competitor that was Joko Widodo and Prabowo Subianto. Budiman that was used the utterance *“Rileks aja dalam berpolitik, rileks saja dalam perbedaan kita bisa mencontoh beliau, kita bisa mencontoh pak Prabowo untuk kemudian pak Prabowo juga minta maaf pak Jusuf Kalla juga dapat menerimadengan luar biasa”*.

The utterance “rileks saja” here explained that the real situation it is good to occur or appear opinion of people. In other side, the real situation is opposite with Budiman statement in other meaning the quiet situation is only occurred political dean. The utterance of Budiman describe how situation after general election although is so different between what Budiman said and the real situation.

The impacts of politeness strategy are used in Mata Najwa program “Onde Mande Parlemen” episode

The impacts of politeness strategy are used in Mata Najwa program “Onde Mande Parlemen” episode is an analyzing of impacts in conversation on this episode that focuses only positive and negative strategy of participants. The process an analysis the impacts of politeness strategy used Brown & Levinson theory as concepts to classify kinds of strategy than researcher construct impacts of participants in this program.

Table 1. Strategy and Impact

| Strategy | Impacts | | |
|-------------------|---------|----------|-------------------|
| | Polite | Impolite | Polite & Impolite |
| Positive Strategy | 41 | 16 | 10 |
| Negative Strategy | 5 | 16 | |
| Total | 88 | | |

Based on table of positive impacts result and negative strategy are used on Mata Najwa “Onde Mande Parlemen” episode, the positive strategy used by participants more continuously in other meaning is so much participant choices.

CONCLUSION

There are 88 kinds of politeness strategy found in Mata Najwa program “onde mande parlemen” episode. Positive strategy is the most dominant strategy used by speakers and hearer. While, negative politeness strategy is the second dominant strategy and bald off record strategy is the third dominant strategy. The jokes on positive strategy are most widely used to avoid the act of threatening the opponent said. On bald off record strategy, the use of rhetorical question is more often than the other. Based on the findings kinds of politeness strategy which divided into two impacts of the polite and impolite, there are some negative strategy have polite impact and positive strategy create impolite impact. The utterance that included positive strategy has impolite impact although it is difficult to understand. The utterance that included in negative strategy has positive impact. The finding of this research is real in daily conversation. Based on the result above, politeness strategy used for how to speaking well by understanding ways to convey an idea, opinion and advice to the speakers against something politely. But if it used to motivate and influence other people without offended the hearer.

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