

Violation of the Politeness Principle in the Presidential and Vice-Presidential Debates 2019 Presidential and Vice-Presidential Elections

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Abstract

Politeness in speaking the presidential and vice-presidential candidates in the 2019 presidential and vice-presidential election debates is an interesting phenomenon to be studied from a pragmatic perspective because social and verbal interactions will appear naturally. The purpose of this study is to analyze and describe the form of violations of the politeness principle according to Leech (2014) committed by presidential and vice-presidential candidates in the presidential and vice-presidential election debates of the Republic of Indonesia in 2019. This study uses a pragmatic approach, namely using the politeness theory proposed by Leech (2014). Data collection techniques using listening and note-taking techniques. The data analysis technique was carried out using normative techniques. The results of this study were found to be violations of Leech's five principles of politeness, namely (1) the thimble of feeling, (2) the thimble of approval, (3) the thimble of humility, (4) the thimble of agreement, and (5) the thimble of opinion.

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INTRODUCTION

Everyone's language skills have different levels from one another. Language as a medium of communication has an important role in expressing ideas and ideas to be conveyed. Through language, a speaker can convey information to the interlocutor with certain aims and objectives. In everyday life, language is used to communicate, interact, and convey messages. This is in line with what was expressed by Kridalaksana (1993) that language is an arbitrary sound-symbol system, which is used by members of a society to work together, interact, and identify themselves. Thus, language is not only used as a means of communication but also as a means of self-identification.

Good communication between the speaker and the speech partner can be carried out if there is an interaction or response between the speaker and the speech partner. One of the requirements for well-established social interaction is an awareness of linguistic politeness. According to Nababan (1984), the most basic function of language is the function of communication, namely a tool for socializing and relating to fellow human beings. With communication, there is a social system in society. Accuracy in the use of language facilitates communication and interaction between the speaker or writer (communicator) and the listener or reader (communicant). The communication and interaction run smoothly if the language used by the communicator can be understood well by the communicant.

Meanwhile, Eliya and Zulaeha (2017) stated that communication events also show the social and cultural identity of the speech participants. Humans can communicate with themselves as a person or the environment around them. All human behavior in a certain measure is communicative, namely getting or conveying information to other parties.

In interacting activities, it is necessary to have a rule so that good communication can be established between the speaker and the speech partner. Leech (2014) distinguishes the principle of politeness into ten maxims, namely Tact

maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Obligation Apologizing Thanking, and Obligation Apologizing. Obligation Responses to Thank and Apologies, Agreement Maxim, Option Maxim, Sympathy Maxim, and Feeling Maxim.

Several studies have been conducted that are relevant to this research, including Klotz (1999), Kallia (2004), Murphy (2006), Burrow (2010), Taweel (2011), Suzila and Yusri (2012), Deng and Zhou (2013), Farida (2013), Istiqomah (2013), Singh (2014), Wijayanti & Zulaeha (2015), Hafizul (2015). Ziraluo's research (2020) entitled "Analysis of Locutionary, Illocutionary, and Perlocutionary Speech Acts in the Presidential-Cawapres Debate of the Republic of Indonesia in 2019" shows that all speech in the presidential and vice-presidential debates of the Republic of Indonesia in 2019 contains elocutionary, illocutionary, and perlocutionary speech acts.

Furthermore, Herfani's research (2019) under the title "Commissive and Expressive Speech Acts in the Presidential-Cawapres Debate in the 2019 Presidential Election" found that the commissive speech acts used by presidential and vice-presidential candidates in the presidential election debate were, promised, make a vow, offer, swear, and intend. Second, the types of expressive speech act in the 2019 presidential and vice-presidential debates are congratulating, thanking, apologizing, praising, criticizing, insinuating, and complaining. Third, the speech strategy used in the presidential and vice-presidential debates in the 2019 presidential election, namely, speaking without further ado, speaking in positive politeness, speaking in negative politeness, and speaking vaguely.

The main problem in this study is limited to the violation of the principle of politeness that was carried out in the presidential and vice-presidential debate events for the 2019 presidential election of the Republic of Indonesia. This limitation of the problem became a reference in examining politeness in speech acts of presidential and vice-presidential debate events broadcast on television stations during a campaign series. Therefore, the object

of this research study is centered on the violation of the politeness principle in the speech of the presidential and vice-presidential candidates in the 2019 presidential debates that were broadcast on television. This study uses Leech's (2014) politeness theory analysis which includes 10 politeness maxims, namely, (1) tact maxim, (2) generosity maxim, (3) approval maxim, (4) modesty maxim, (5) obligation application thinking, (6) obligation responses to thanks and apologies, (7) argument maxim, (8) opinion maxim, (9) sympathy maxim, and (10) feeling maxim.

METHODOLOGY

There are two approaches used in this research, namely a theoretical approach and a methodological approach. The theoretical approach used is pragmatic, while the methodological approach used is a descriptive qualitative approach. The pragmatic approach is particularly related to politeness proposed by Leech (2014). The use of this pragmatic approach is intended so that the fabric of language and context built in the presidential and vice-presidential debates can be revealed so that it can be used as guidelines and discourse for prospective voters who will make their choices.

A pragmatic approach is used because the problem studied in this study is the use of language. The use of language in question is the use of language in the form of speech, namely the speech of the presidential and vice-presidential candidates in the 2019 presidential election debate. In this study, Leech describes compliance and violations of thimbles and the politeness scale.

The methodological approach used is a descriptive qualitative approach. This approach intends to understand the phenomena of what is experienced by research subjects such as behavior, perceptions, actions, and others by way of descriptions of the form of words and language (Moleong 2000). In line with that, Mahsun (2005) argues that a qualitative approach is an attempt to understand the social

linguistic phenomenon under study. Qualitative research is descriptive because the research results are in the form of a description of the observed language politeness. After all, the data is in the form of speeches in the presidential and vice-presidential debates broadcast on television which are descriptions of linguistic phenomena.

The purpose of the descriptive qualitative approach is to describe complex social realities by describing, classifying, analyzing, and interpreting data according to their natural conditions (Djajasudarma 1993). A descriptive qualitative approach was used in this study because the data analyzed were not in the form of numbers, but in the form of speeches of presidential and vice-presidential candidates in the presidential debate in the form of descriptions of linguistic phenomena.

The data of this research is in the form of fragments of the debate discourse of the two pairs of presidential candidates and vice-presidential candidates in the 2019 presidential election campaign open debate which allegedly violates the principle of politeness. The data source of this research is the debate discourse of the presidential and vice-presidential candidates of the Republic of Indonesia that occurred during an open debate event in the five episodes of the 2019 presidential election campaign. The reason why five episodes were chosen is that the entire series of 2019 presidential election debates consist of five episodes that have been regulated by law. -laws and provisions of the General Election Commission (KPU). The number of data selected after the selection is 102 data grouped using data cards.

The instrument used in this study was to use a data card. The use of instruments in the form of data cards aims to provide convenience for researchers in collecting, identifying, and classifying research data. The data in the form of utterances of presidential and vice-presidential candidates in the presidential election debates were downloaded from YouTube and then transcribed. After the data is obtained then the data is recorded into the data card.

The analytical methods and techniques used are normative techniques. In its use, the

data analysis technique chosen must be by the linguistic unit that is appointed as the object of analysis. Soekanto and Mamudji (2001) state that the normative technique is legal research carried out by examining library materials or secondary data as the basis for research by searching for regulations and literature related to the problems studied.

The procedures for analyzing this research data are as follows:

1. listening to all conversations in the 2019 presidential and vice-presidential debates;
2. transcribing, then classifying speeches in the 2019 presidential and vice-presidential debates which are suspected to contain compliance and violations of Leech's politeness principles (2014);
3. finding violations of the politeness principle used by the presidential and vice-presidential candidates in the 2019 election debate.

RESULTS AND DISCUSSION

Violations of Leech's Politeness Principles in the 2019 Presidential and Vice-Presidential Election Debate

The open debate program for the 2019 Indonesian presidential and vice-presidential candidates is an event organized by the Komisi Pemilihan Umum (KPU). This event consists of 5 rounds of debate which have been determined by the KPU. The date for the debate started on January 17, 2019, to April 13, 2019, and was broadcast live on several national television stations.

The politeness principle that was violated in the speeches of the presidential and vice-presidential candidates in the 2019 presidential election debates included (1) the thimble of consideration, (2) the thimble of approval, (3) the thimble of humility, (4) the thimble of agreement, and (5) the thimble of opinion. The following is a description of the form of violation of Leech's thimbles in the 5 rounds of debate between the presidential and vice-presidential candidates of the Republic of Indonesia in 2019.

Violation of the Tact Maxim

The thimble rather than a feeling is the principle of politeness which contains instructions that the other party in the speech should be charged the lightest cost but with the greatest benefit. This thimble rather than a feeling is usually expressed by imposition speech and commissive speech (Leech in Rustono 2017).

The following is a form of violation of thimble rather than feeling in the presidential and vice-presidential candidate debates of the Republic of Indonesia in 2019.

(1) Context:

Jokowi Asks Prabowo For A Response About The Conflict In Rakhine State

Jokowi: "This is a field of foreign policy, my question is what is your view regarding the conflict in Rakhine State, thank you?"

Prabowo: "What do you mean by Rakhine State in Myanmar? So we are concerned about what happened to the Rohingya people."

In the conversation fragment (1), Jokowi said, "This is a foreign policy field. My question is, what is your view regarding the conflict in Rakhine State, thank you?" this is a speech that violates the principle of thimble politeness rather than feeling because Jokowi asked Prabowo briefly about a place that was abroad without explaining the place in which country and what happened in that place, so Prabowo as a speech partner had to ask again and ensure that Rakhine State in question is a place of conflict in Myanmar. Prabowo as the speech partner was burdened with the cost and energy to ask Jokowi again about the Rakhine State. Thus, Jokowi's speech (1) is considered impolite.

Violation of the thimble of approval (Approbation Maxim)

(2) Context:

Jokowi States That The Development Of The Internet Network In Indonesia Is Very Good, Prabowo Considering This Thing Can Be Harm

Jokowi: "So I need to say that to encourage Indonesian unicorns."

Prabowo: "I am worried (audience laughs). Yes, please laugh, but this is a problem that the rich Indonesian people don't live in Indonesia. The Minister himself said that there is 11,400 trillion Indonesian money abroad."

Prabowo's statement in conversation fragment (2), "I'm worried (the audience laughs). Yes, please laugh, but this is a problem that the rich Indonesian people don't live in Indonesia" is a speech that violates the politeness principle of the thimble of approval because Prabowo maximizes vilification to other parties and minimizes praise to others. Prabowo emphasized that the vilification of other parties with the sentence "Yes, please laugh" is a clear sentence that Prabowo's serious and vital opinion is laughed at by other parties. Thus, Prabowo's speech (2) is impolite.

Violation of the Virtue of Humility (Modesty Maxim)

(3) Context:

Prabowo Is Considered By Jokowi Does Not To Believe In The Strength Of The Tni, But Prabowo Denies Outstandingly

Jokowi: "I see that Mr. Prabowo does not believe in our TNI. I am a civilian, I believe in the TNI that we have, I believe in it."

Prabowo: "If a foreign fleet enters our seas, what can we do, so it's not that I don't believe it, I am TNI, sir, I risk my life in the TNI, I am more TNI than many TNI"

Prabowo's statement in conversation fragment (3) is "I am more TNI than many TNI." violates the maxim of humility, namely maximizing self-praise and minimizing self-deprecation. Prabowo Subianto as a former general of the TNI feels that he is more TNI because he has served for decades in the Indonesian national army. The phrase "I am more TNI than many TNI" reflects that Prabowo as a retired TNI considers himself to know the TNI more than Jokowi, and has more experience in the TNI than Jokowi. Prabowo's

speech (3) is an expressive mode of speech that emphasizes Prabowo's experience as a person who used to be an experienced TNI. Thus, Prabowo's speech (3) is impolite.

Violation of the Agreement Maxim

Leech's (2014) politeness principle theory states that it reduces discrepancies between self and others and increases compatibility between self and others. Speakers should adhere to the principle of always reducing their benefits and maximizing the benefits of others. The following is an utterance that contains a violation of the politeness principle of agreement thimbles in the presidential and vice-presidential debates in 2019.

(4) Context:

Jokowi Asked Prabowo About The Development Of E-Sport In Indonesia But Prabowo Answered With Agriculture So Prabowo's Answer Was Deemed Jokowi Incorrect

Prabowo: "I will focus later on my policies on basic matters that address the food needs of the Indonesian people, Improving the quality of life of workers, honorary teachers, that's what I will focus on. Digital is good but our people need food self-sufficiency."

Jokowi: "I want to talk about PUBG, Dota, and others, but because your answer was agriculture, I didn't continue, but that's okay."

In the conversation fragment (4), Jokowi's speech, namely "I want to tell you about PUBG, Dota, and others, but because of your answer, it's agriculture, so I don't continue but it's okay" is a speech that violates the thimble of agreement because Jokowi maximizes the discrepancy between yourself and others. Jokowi's a statement stating that Prabowo's answer does not match Jokowi's question reduces the benefits for others and maximizes profits for himself.

Violation of the thimble of opinion (Option Maxim)

(5) Context:

Moderator Asking Questions About Corruption-Free Bureaucracy So That The Fulfillment Of Citizens' Rights Can Be Better

Prabowo: "I have said many times in the public sphere, the root of the problem is that the income of civil servants, bureaucrats is lacking, unrealistic."

Jokowi: "I don't agree with what Mr. Prabowo said earlier, because we know that the salary of our ASN, our current civil servants, I think is sufficient with the addition of a large performance allowance."

Jokowi's statement (5) above violates the thimble of agreement because in the quote "I don't agree with what Pak Prabowo said earlier, because we know that our ASN salaries, our current civil servants, in my opinion, are sufficient with the additional large performance allowances." that Jokowi maximizes disagreement with others and minimizes agreement with others. Prabowo's opinion that the salaries of civil servants and bureaucrats should be increased significantly, according to Jokowi, is inappropriate because currently the salaries of ASN and bureaucrats are already quite high, coupled with various work benefits. Thus, Jokowi's speech (5) is an impolite speech

CONCLUSION

In 5 rounds of debate, the speeches of four presidential and vice-presidential candidates, namely Joko Widodo, Maruf Amin, Prabowo Subianto, and Sandiaga Uno, found five types of thimbles that were violated according to Leech's politeness principle. In the speeches of Joko Widodo and Prabowo Subianto, 37 violations of Leech's politeness principles were found. On this basis, Joko Widodo and Prabowo Subianto can be said to be less polite presidential candidates. In Sandiaga Uno's speech, 7 violations of the principle of politeness were found. On this basis, Sandiaga Uno can be said to be a polite vice-presidential candidate. In Maruf Amin's speech, there were 4 violations of Leech's politeness

principle. On this basis, it can be said that Maruf Amin is a polite vice-presidential candidate. Violations of the politeness principle by each candidate for president and a vice presidential candidate because the debate participants want to bring down the debate opponent in front of the audience. In addition, the debate participants also wanted to convey ideas and ideas to overcome problems that exist in society.

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