Administrative Staffs' Language Politeness
During Academic Service Activities at Universitas Negeri Semarang

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Article Info	Abstract
	Language politeness is important in the administration of administrative staff to the community. In practical life, many administrative staff do not have good and polite language skills. Many staff use language to communicate and provide services to the community as they like. This thing leads them to be judged that they are not able to provide good service to the community. Different speakers will have different code choices that impact on compliance and infringement of language politeness principles. The purpose of this study is to describe compliance with the principles of language politeness of the teaching staff in the academic environment at Universitas Negeri Semarang, including adherence to the principle of language politeness and factors influencing language politeness of educational staff in academic services at Universitas Negeri Semarang. The data was collected by using the listening method and tapping technique. Adherence to the principle of language administration politeness in the form of adherence to the thimble of inferiority, generosity, indulgence, approval, and conciliation.

INTRODUCTION

Language politeness is important in the service of education personnel to the community. In practice, many education personnel do not have good and polite language skills. Many staff use language to communicate and provide services to the community as they like. This thing leads them to be judged that they are not able to provide good service to the community. Different speakers have different code choices, which have an impact on speaking politeness. This research was conducted with the aim of describing the adherence to language politeness principles of education personnel in academic services at Universitas Negeri Semarang, including adherence to the principle of language politeness and factors that influence language politeness of educational staff in academic services at Universitas Negeri Semarang.

Data was collected using the listening method and tapping technique. Adherence to the principle of language administration politeness in the form of adherence to the thimble of inferiority, generosity, indulgence, approval, and conciliation.

Language is a communication between members of society in the form of symbols of speech produced by human utterances (Gorys Keraf, 1984). As a means of conveying opinions or ideas to others, language is used in all aspects of people's lives (Mulyana, 2001).

Dardjowidjojo (2005) states that language is an arbitrary oral symbol system, namely language used in everyday life by holding the understanding that language is an agreement used by a society to communicate among its members based on the culture they have in common.

Socio-cultural values that develop in the speech community determine the realization of the form of language, including the choice of code and politeness in acting speech (Santoso, 2013). This is in accordance with Labov and Bernstein's statement (in Zulaeha, 2010), that social factors such as social class, education, and work can influence language activity which results in language variations.

Language as a means of communication has evolved along with the dynamics of culture and the flow of communication that has a cross pattern in the territory of Indonesia. Along with the background of the community of Universitas Negeri Semarang, which comes from different regions and ethnicities, it is necessary to speak politely to the educational staff who provide services to them.

Politeness is a behavior that is expressed in a good or ethical way (Zamzani, et al. 2012). Politeness is a cultural phenomenon, so that what is considered polite by a culture may not be the case with other cultures. The goal of politeness, including politeness, is to make the atmosphere interact pleasantly, not threatening face and effectively.

Language politeness is important in the service of education personnel to the community of the Universitas Negeri Semarang. Language politeness is reflected in reflected in the procedures for communicating through verbal signs or language procedures (Cahyani, et al. 2017).

The complete politeness theory and widely used in the research of politeness principle proposed by Leech (1983). Leech (in Wijayanti, et al. 2015) suggests that the principle of politeness is based on rules. The rules are none other than thimbles or proverbs that contain advice that must be obeyed so that the speech of the speaker meets the principle of politeness.

The six thimbles are (1) counterfeit thimble (tact maxim), (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) approval thimble (agreement maxim), and (6) sympathy maxim (Leech in Rustono, 1999).

In addition to relating to politeness, the use of language is also related to the times. The development of science in the field of transportation and revolution in the field of communication is very fast. The community is also required to follow the times which has resulted in a shift in the use of Indonesian.

Different speakers will have different code choices which have an impact on adherence to politeness (Rokhman, 2010). Therefore, a study is needed regarding adherence and politeness

factors in the field of education staff to the community within the Rector of Universitas Negeri Semarang.

This research is urgent to be studied because it relates to politeness which is an important aspect in communication. Language politeness specifies compliance and violation of politeness thimbles.

This research can be the basis for the improvement and development of communication capacity, interaction, and improvement of service quality to the community to the level of excellent service.

METHODS

In this research, namely theoretical approaches and methodological approaches. The theoretical approach used in this research is pragmatic. While the methodological approach is descriptive qualitative. This research data is f in the form of a splash of speech from educational data sources at Universitas Negeri Semarang which allegedly contained adherence to language proficiency.

The data collection uses referring method to gain primary data while the interview and documentation to get secondary data. Primary data according to Hasan (2002) is data obtained or collected directly in the field by the person doing the research in question who needs it. Primary data is also called original data or new data, while secondary data is data obtained or collected by people who do research from existing sources.

Description of education personnel data at Universitas Negeri Semarang are identified based on their politeness. Interaction data is then transcribed into written discourse by referring to the transcription of conversation data and analysis of speech data and then stored in the table of conversation data research source discourse. After this stage, the data is identified and moved into the data card.

The technique used to analyze language politeness of education personnel at Universitas negeri Semarang is a pragmatic equivalent method. This method according to Sudaryanto

(2015) is a method in analytical techniques using descriptive qualitative speech partners as the instrument. The pragmatic equivalent method is a method of data analysis which the data instrument comes from outside factor, detached, and not part of the language (langue) concerned or researched (Sudaryanto, 2015).

Qualitative descriptive techniques are used because this study aims to identify in depth the language behavior of education personnel at Universitas Negeri Semarang which is not possible to be analyzed through quantitative statistical analysis. The analysis procedure is carried out in two stages, namely (1) analysis during data collection, and (2) data analysis after data is collected.

Furthermore, data analysis in the field is done by making notes in the form of comments and reminder notes.

RESULTS AND DISCUSSION

The level of speech politeness in teaching staff in the Rector Universitas Negeri Semarang is based on adherence to the principle of politeness. Language proficiency in the speech of education personnel in the Rector of Universitas Negeri Semarang can be shown based on the compliance of the thugs of politeness principles that occur in the interaction between the seller and the buyer. The adherence to the politeness principle of the education staff's speech at the Rector of Semarang State University included adherence to (1) thimble profiteering, (2) thimble generosity, (3) lack of humility, (4) bidal proficiency, (5) thimble agreement, and (6) sympathetic thimble . The following describes the adherence to the principle of language politeness in the speech of education personnel in the Rectorate of Universitas Negeri Semarang.

Dissastifaction Maxim

Maxim disssastifaction provides clues that the other party in the narrative should be charged as lightly as possible but with maximum profit. This maxim is generally expressed by directive and commissive speech. It outlines every

participant to minimize the loss of others, or maximize the benefits for others. It can be concluded that the longer the speech the higher the desire someone to be polite to the partner said.

(1) Context: A student (P1) are asked to register graduation requirements to apply to the academic staff (P2)

P1 : "Do you want to ask for university graduation registration yet?"
P2 : "Not yet, you will only open a week later."
P1 : "OK, what are the conditions, bro?"
P2 : "That, can be seen on the side".
P1 : "If you have registered online, will you come here again?"
P2 : "**Later, if it is complete, please go directly to the student counter there, yes, for verification, it takes the same number**."
P1 : "Yes bro. Thank you, bro.
P2: "OK".

In that statement, P1 is a student and P2 is an academic staff. P1 is a student who has completed his studies at UNNES. In the said speech there are utterances that fulfill the principle of politeness of thirteen rather than verbal This can be shown based on the speech made by P2 which provides an explanation of graduation registration. The statement was seen in the statement "*Later, if it is complete, please go directly to the student counter there, yes, for verification, it will take the number*". This speech adheres to the principle of politeness of thimble rather than counterfeit, because in this speech P2 maximizes P1 profits and minimizes profits to oneself. P2's speech is a commissive speech because it states ability. P2 gives P1 the ability to provide the graduation number after completing the registration file first.

Obedience of Generousity Maxim

Generosity maxim requires the other party in speaking should be strived to get the maximum profit. Meanwhile, speakers should strive for the smallest gain. Speeches commonly used to express this maxim are expressive speech and assertive speech. Adherence to the principle of courtesy in the language of this is shown by the following phrases.

(2) Context: An academic staff (P1) is serving a student (P2) who is definiting tourism registration.

P1 : "... This is your graduation number, and also don't forget to attend the rehearsal. *Congratulations on success bro* ".
P2 : "Alhamdulillah, thank you bro".
P1 : "Yes, youre welcome".

Declaration of speech (2) shows the interaction between P1 which is a administrative staff and P2 which is the student. In the fragment of the speech there is speech that obeys the principle of politeness of generosity. This can be shown based on the speech made by P1 who congratulates students who have finished their studies and will graduate. The speech was seen in the words "*Congratulations on the success of bro"*. The speech was marked by expressive speech. Compliance with this charity should be sought to get the maximum profit.

Obedience of Accuracy Maxim

Accuracy maxim is related to the problem of disfigure and praise to the partners or other parties. This maxim is split into two subbidals, which minimize criticism to others and maximize praise to others Accuracy maxim expressed by commisive and imperative speech requires each speaker to maximize the loss, and minimize the benefits themselves. The following disclosure indicates the compliance of the applicant's thimbles.

(3) Context: A staff part UPT Humas (P1) is serving a staff part TU (P2) which is including a letter.

P1 : "Mas Maji new letter emailed by Mas".
P2 : "What is your letter?
P1 : "Now, Maji has already used the system," he said.
P2 : "No sis, this is more practice, i learned it from you before.

Participants in P1 said that they were the staff of the Public Relations department and P2 were the TU staff. In the fragment of the speech, it was stated that there was a compliance with the principle of politeness of the term thimble. Speech P2 obeys the engagement thimble because

speakers minimize exposure to the other party and maximize praise to the other party, namely P1. This was indicated by the speech of P2 who said *"No sis, this is more practice, i learned it from you* before". In the speech P2 is an expressive speech act.

Obedience of Approval Maxim

Approval maxim contains advice requiring that the speaker and the partner speak as much as possible. Speech of administrative staff is seen in the following speech fragment.

(4) Context: A student (P1) is managing to fill the KRS to staff TU (P2)

P1 : "Good afternoon mam, I'm sorry for bothering you?"

P2 : **"Oh yeah, just a minute. I will deck later, this is a meeting**.

P1 : "OK, I'm waiting outside".

In this speech event, P1 is a student and P2 is an education staff. In the fragment of speech (4) it can be seen that there is compliance with the principle of politeness of approval thimble. Furthermore, it was explained that the thimble of approval was used by speakers to give approval to the speech partners. This can be seen in the statement P2 that responded to the speech of P1. At first, P1 asked P2 by saying " Good afternoon mam, I'm sorry for bothering you ". This can be responded to by the agreement from P2 who said " *Oh yeah, just a minute. I will deck later, this is a meeting*". This statement was agreed between speakers (P2 and P1).

Ompliance Maxim of Humility

The advice that speakers should minimize praise to themselves and maximize explanation to themselves is the content of humility thimbles. Speeches of education personnel at work units in the Rector of Universitas Negeri Semarang are seen in the following speech fragments.

(5) Context: A staff part UPTHumas (P1) is serving a staff part TU (P2) which is including a letter.

P1 : "Mas Maji new letter emailed by Mas".

P2 : "What is your letter?

P1 : "Now, Maji has already used the system," he said.

P2 : **"No sis, this is more practice, i learned it from you before**.

Participants in P1 said that they were the staff of the Public Relations department and P2 were the TU education staff. In the fragment of the speech, it was stated that there was compliance with the principle of modesty. P2 speech obeys humility theses because speakers maximize self-disclosure and minimize praise to oneself. This was indicated by the speech of P2 who said "*No sis, this is more practice, i learned it from you before*". In P2's speech this is an expressive speech act.

Obedience of Symphaty Maxim

Symphaty maxim explains that speakers should minimize antipathy between themselves and others and maximize the sympathy. If the speaker produces an utterance that minimizes antipathy and maximizes the conclusions the speaker obeys the principle of politeness. This maxim is usually delivered with assertive and expressive speech. The following speech fragment shows symphaty maxim.

(6) Context: An academic staff (P1) is serving a student (P2) who is definiting tourism registration.

P1 : "... This is your graduation number, and also don't forget to attend the rehearsal. *Congratulations on success bro* ".

P2 : "Alhamdulillah, thank you bro".

P1 : "Yes, youre welcome".

In speech events (6), P1 is an education staff and P2 is a student. In fragmenting these speeches, said P1 adheres to the principle of politeness of sympathy thimbles. Further can be seen in the speech P1 "Congratulations, success bro". The speech was carried out by P1 as an expression of sympathy for P2 for successfully completing his studies.

Factors that Influence Politeness in the Language of Education Personnel in the Rector of Universitas Negeri Semarang

The grace or failure of an utterance depends on the values that apply to the community where the interaction takes place. Thus, it can be said that politeness is carried out based on certain objectives. There are several things that affect the politeness of language of educational staff in the Rector of Universitas Negeri Semarang.

Social Status

The difference in social status of the speech participants in a speech event determines the politeness of the language of the educational staff in the Rector of Universitas Negeri Semarang. Speakers who have a higher social status than their speech partners tend to violate politeness when interacting. The following speech fragments show social status affecting language politeness.

(7) Context: A student (P1) is taking care of a thesis examination session to the coordinator study (P2)

P1 : "**Good afternoon, mam, im sorry for bothering you**?"
P2 : "Oh yeah, just a minute. I'll call later, this is finishing something for a while.
P1 : "Good mam, I'm waiting outside."

In the breakdown of speech (6) occurs between students (P1) and study program coordinators (P2). This fragment of speech shows that social status factors affect language politeness. This can be seen in the expression P1 which says " Good afternoon, mam, im sorry for bothering you ". P1 as a student intends to honor P2, which is a coordinator study. In this case, P1 feels a lower social status than P2, so P1 tries to use polite speech. Similarly, Zualeha's research (2013) uses language closely with the educational background and the work of speakers.

Familiar Social Distance

The social distance between participants who are intimately encouraging speech participants tends to violate politeness principles.

The following fragments of speech events indicate the occurrence of violations of the principle of language politeness as a result of the close social distance between speakers and speech partners.

(8) Context: A student (P1) is taking care of sending money from family to UNNES through education staff (P2)

P1 : "**Good morning, Mr. Anas**".
P2 : "Hello, Ghani, good morning. How are you?"
P1 : "Alhamdulillah. I'm fine. Mas anas? ”
P2 : "Alhamdulillah, healthy. " I can help? Oh, yeah, please sit down.
P1 : "Thanks. Mas Anas, I want to take money. My family sends money from Libya to the UNNES account. How can I take the money? "
P2 : "Do you have proof of transfer?"
P1 : "Yes, I have a picture".

In the breakdown speech (8) occurs between students (P1) and officers (P2). P1 uses speech with non-formal language styles to P2. This is because P1 is already familiar or close to P2. Moreover, P1 also addresses P2 by name. more clearly seen in the speech of P1 who said "*Good morning, Mr. Anas*". Likewise vice versa, P2 also felt that he was familiar with P1, so that the speech that happened casually.

Age

Language proficiency in education personnel in the Rector of Universitas Negeri Semarang. Younger speakers will try to respect their older speech partners. Respect is a consideration in determining the politeness of the language. Based on that feeling of respect, younger speakers tend to choose a language that is respectful in communicating. Meanwhile, speakers who are older have the flexibility to determine their language politeness. He can just choose a language without considering the value of respect. The following fragment of speech events shows that age affects language politeness

(9) Context: A student (P1) is taking care of a thesis examination session to the coordinator study (P2)

P1 : "**Good afternoon, mam, im sorry for bothering you**?"
P2 : "Oh yeah, just a minute. I'll call later, this is finishing something for a while.
P1 : "Good mam, I'm waiting outside."

In fragment speech (9) occurs between a student (P1) and a coordinator study (P2). In fragmenting the speech it can be seen that the age factor influences language politeness. P1 a student will certainly respect P2 who is a lecturer, especially the coordinator of the study program. P1 is seen by a student who will submit a thesis hearing using the greeting '*mam*' to P2. In addition to respect, the greeting '*mam*' is also used to indicate that the speech partner is older than the speaker.

Speech Act Purpose

The speech objective in this exposure refers to the purpose or outcome to be achieved by the speaker in a speech event. The purpose of specch will affect the language used. In addition, the purpose of speech will also affect language politeness. The following is a fragment of speech that shows that speech goals affect language politeness

(10) Context: A student (P1) will register for graduation to education personnel (P2)

P1 : "Good morning,, I want to register for graduation".
P2 : "Yes good morning, have you registered online yet?"
P1 : "Already registered".
P2 : "May I see the print out? Have you paid for graduation? And complete the other requirements? "
P1 : "I've brought all Mas."
P2 : "Okay. The file is complete. Wait a minute. This is your graduation number, and also don't forget to attend the rehearsal. Congratulations."

In fragment speech (10) occurs between a student (P1) with the officer (P2). The fragment of the speech shows that politeness is influenced by the speech goal factor. Seen in the piece of speech P1 intends to register for graduation

because he has completed his studies. More clearly seen in the words of P1 who said "Good morning, I want to register for graduation".

CONCLUSION

Based on the result of the research, it can be concluded that the principle of politeness of admnistrative staff in Rectorate of Universitas Negeri Semarang covers (1) Dissastifaction Maxim, (2) Obedience of Generousity Maxim, (3) Accuracy Maxim, (4) Approval Maxim, (5) Ompliance Maxim of Humility, and (6) Symphaty Maxim.

For suggestion, speakers who are in a multiethnic and multi-lingual language environment should pay attention to language politeness when interacting. The multiethnic phenomenon in the Rectorate of Universitas Negeri Semarang is still possible to be studied further, not limited to the politeness of administrative staffs.

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