

Politeness Principle Obedience on Governor and Vice Governor's Utterances in the "Kandidat Bicara Talk Show"

Fatimah Ratna Mutiara^{1✉} & Fathur Rokhman²

¹ MTs NU Hasyim Asy'ari 03 Kudus, Jawa Tengah, Indonesia

² Universitas Negeri Semarang, Indonesia

Article Info

History Articles

Received:

August 2019

Accepted:

September 2019

Published:

December 2019

Keywords:

politeness principle

obedience,

governor and vice-governor

candidates,

Kandidat bicara talk show

DOI

[https://doi.org/10.15294/](https://doi.org/10.15294/seloka.v8i3.34403)

[seloka.v8i3.34403](https://doi.org/10.15294/seloka.v8i3.34403)

Abstract

Speech politeness should be done by all elements of society, especially candidate of governor and vice-governor. Politeness principle is indicated by obedience of politeness principle maxims. This research aims to analyze politeness principle obedience of candidate of governor and vice-governor speech in candidate talk show. This pragmatic descriptive research collected data by observation. It consisted of basic and advance observation techniques. This technique used recording technique. The extended techniques were participant observer, recording, and noting. The data was analyzed by pragmatic equivalent and normative method. Based on the research, the obedience of politeness principle maxims consisted of (1) Tact Maxim, (2) maxim of generosity, (3) maxim of approbation, (4) maxim of humility, (5) maxim of agreement, and (6) maxim of sympathy. This research is expected to contribute in developing linguistics study and enriching knowledge dealing with politeness principle obedience for governor and vice – governor candidates.

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✉ Correspondence address:

Trengguluh, Hadipolo, Jekulo, Kudus, Jawa Tengah, 59382

E-mail: fatimahratnamutiara23@gmail.com

[p-ISSN 2301-6744](#)

[e-ISSN 2502-4493](#)

INTRODUCTION

Each society member is always involved in using language. In its correlation to human, language is a main key in communicating (Yuliarti, Rustono, and Nuryatin, 2015:79). One of influential factors to trigger a good and harmonious. Gunawan (2013:8) states that politeness deals with “polite attitude”, “respect”, “good attitudes”, or “appropriate attitude”. Then, Leech (in Wijayanti and Ida, 2015:99) state that politeness principle is based on certain regulations. In another hand, Lestari and Indiatmoko (2016:154) state that politeness principle requires speakers to politely speak.

Speech politeness should be done by every society member without any exception. It is written in Constitution 1945, Chapter XV, article 36 and rules of Indonesian Republic Number 24 Year 2009, article 28 and 29 that the Indonesian language speakers are generally all Indonesian citizen while specifically the language users are President, Vice President, state officials, and national education institution. Therefore, governor and vice governor candidates should also perform good and polite speech in their daily life. In its correlation to daily life, Huang (2008:96) assumes that an individual has awareness about polite and impolite behaviors or actions.

Now, there are many mass media, especially television showing *talk show* program. *Talk Show* is a combination between speech art and interview art realized into casual chats. It usually takes phenomenal themes on the present days (Juniawati, 2014: 54). One of *talk shows* presenting governor and vice – governor candidates as the speakers is Candidate Bicara *talk show*.

A relevant study had been done by Singh (2014), titled “Politeness in Language of Bihar: a Case Study of Bhojpuri, Magahi, and Maithili”. It concluded that physical and geographical conditions influenced the used speech. In the same year, Murphy (2014) conducted research titled “(Im) politeness during Prime Minister’s Question in the U.K Parliament. It showed that the

parliament members and the PM could threat certain individual’s face in PMQs.

Kurdghelashvili (2015) conducted research titled “Speech Acts and Politeness Strategies in an EFL Classroom in Georgia”. The findings showed that the students should train their English speech in daily life. In the same year, Olutayo (2015) did research titled “Cooperation and Politeness in Television Discourse”. The findings showed that the presenter and the participants struggled to cooperate and performed politeness in *talk show* discourse.

Ristiyani (2016) conducted research titled “Kesantunan Tuturan yang Digunakan Pengasuh dalam Pembentukan Karakter Anak-Anak Jalann di Rumah Singgah”. The findings showed there were 191 utterances of the babysitter or *pengasuh* which obeyed politeness principle on each maxim. Widyawari and Ida (2016), titled “Representasi Ideologi dalam Tuturan Santun para Pejabat Negara pada *Talk Show* Mata Najwa” was also conducted in the same year. The findings showed that the realization of politeness strategies among Jokowi, Ahok, and Ganjar were dominated by Tact Maxim. The dimension of the speech were vocabulary, grammar, and textual structures. The practice of politeness strategies were purposed to show care to the society, honesty, justice, respect to supportive partners, good performance, and humility. The reasons of the speech were correlated to situational, institutional, social, and ideological aspects which were represented in speech.

In the same year, Cahyani and Fathur (2017) conducted research titled “Kesantunan Berbahasa Mahasiswa dalam Berinteraksi di Lingkungan Universitas Tidar: Kajian Sosiopragmatik”. The finding showed that speech acts were realized into representative, directive, expressive, commissive, and isbati. *Secondly*, politeness principle obedience were realized into six maxims. *Third*, the violation of politeness principle was realized by the maxims into politeness principle. *Fourth*, the causes of politeness principle obedience consisted of five factors, they were place, speech nuances,

speakers, purposes of the speakers, main speech, and mode of speech.

This research aims to analyze obedience of politeness principle found on governor and vice governor candidates' speech in the *talk show* aired on Metro TV. This research is expected to contribute in pragmatics field, especially dealing with politeness principle obedience of governor and vice – governor candidates' speeches. Furthermore, it is also expected to provide new insight as reference for further researches.

METHODS

This research had two approaches: theoretical and methodological approaches. The theoretical approach was pragmatics while the methodological approach was qualitative description. The data was collected by observation. The observation consisted of basic and extended techniques. The basic technique was recording. It was done by the researcher in recording the speech. He should make use of her wit and determination (Sudaryanto, 2015:203). The extended techniques were participant observer, recording, and noting.

The gained data was triangulated to get its validity. The data analysis used pragmatics equivalent and normative method with basic and determinant screening techniques. Determinant screening technique is a data analysis technique by using mental screening power owned by the researcher (Sudaryanto, 2015:25). The data analysis were done by (1) reading all conversation, (2) noting and classifying the excerpts of utterances consisting of politeness principles, and (3) analyzing politeness principles used by governor and vice – governor candidates.

RESULTS AND DISCUSSION

The speech of the candidates in the *talk show* on Metro TV consisted maxims of politeness principles. The obedience of the maxims are reviewed below.

Tact Maxim Obedience

This maxim's principle demanded the candidates to minimize any disadvantage of speech partner and maximize the speech partner's advantages. This maxim obedience seen on Riau vice governor candidate on the *Talk Show* is shown below.

Context: The readiness of the vice governor principle (Edy Nasution) to be the second man in Riau

UK : Ada pembagian nggak, Pak nanti? Pembagian kerja antara gubernur dan wagub. Sudah ada perencanaan itu?

EN : **Saya sebagai orang kedua siap memberikan dukungan apapun kepada beliau.** Saya sebagai prajurit selalu dilatih dididik untuk bisa menjadi orang nomor 1 dan bisa menjadi orang nomor 2, bahkan di dalam kehidupan militer itu perwira itu selalu dilatih sebagai orang nomor 1. Komandan regu, komandan pleton, komandan kompi, komandan batalyon, tetapi hari ini saya siap memimpin sebagai orang nomor 2 karena saya melihat beliau sudah melakukan itu di Siak dan menurut saya itu bisa dipindahkan ke Pekanbaru ke provinsi sehingga tidak lagi penting bagi saya menjadi orang nomor 1 atau orang nomor 2. Yang penting bagi saya adalah bagaimana memindahkan beliau ke provinsi. **Saya siap mendukung beliau.**

(Kandidat Bicara episode “Strategi Syamsuar dan Edy Nasution Membangun Riau” pada tanggal 8 Maret 2018”).

The speech event was an interaction between Usman Kansong (UK) as the panelist on the *talk show* and Edy Nasution (EN) as the candidate. In the excerpt, EN obeyed the politeness principle in term of *tact maxim*. His utterance “Saya sebagai orang kedua siap memberikan dukungan apapun” (translated into *I am as the second man ready to support anything*) and “Saya siap mendukung beliau” (translated into *I am ready to support him*) showed that he minimized the disadvantage of his speech partner and maximized the speech partner's advantages. The speech partner in this context was Usman Kansong (UK) and Syamsuar.

EN stated his readiness to support anything to his partner, Syamsuar, the candidate of Riau governor. His speech interpreted that EN obeyed tact maxim. EN showed his readiness to support Syamsuar anytime and anything. It showed that Syamsuar was a respected man and important for him.

Generosity Maxim Obedience

This maxim principle demanded the candidates to minimize their own advantages and maximizes their own disadvantages. Here is the generosity maxim of the candidates.

Context: Statement of the governor candidate (Djarot Saiful Hidayat) that he had gotten used to face pressure

UK : Iya, Pak Djarot. Sedikit saja ya Bu ya? Ini Sumatera Utara punya case dengan dua gubernur sebelumnya yang menjadi TSK. Memang ketika pimpinan kekuatan aktor untuk melakukan perubahan itu akan dipengaruhi oleh lingkungan juga. Kira-kira tahan mana nih Pak dengan tekanan-tekanan secara eksternal maupun internalnya. Menghadapinya kira-kira gimana?

DS : **Kalo kami sudah terbiasa menghadapi tekanan, di Jakarta tekanannya lebih kuat.**

(Kandidat Bicara episode “Sumatera Utara Mencari Pemimpin” on 12 April 2018”)

The speech event was interaction between Usman Kansong (UK) as the panelist and Djarot Saiful Hidayat (DS) as the candidate of Northern Sumatra governor. In the excerpt, DS obeyed generosity maxim.

His utterance “Kalo kami, sudah terbiasa menghadapi tekanan. Di Jakarta tekanannya lebih kuat” (translated into *We have gotten used to face pressure. In Jakarta, the pressure was more intense*), showed that they minimized their own advantages and maximized their own disadvantages. The speech partner in this context was UK.

Djarot Saiful Hidayat (DS) stated that he had been used to face pressure. He thought the pressure in Northern Sumatra would not be more intense than Jakarta. This utterance interpreted

that DS obeyed the generosity maxim. He stated that he had been used to face pressures from many parties. He also explained that the current pressure he experienced was not more intense than in Jakarta when he was the vice – governor there.

Approbation Maxim Obedience

This maxim demanded the candidates to minimize humiliating their speech partners and maximize complimenting their speech partners. The illustration of this maxim is seen on this speech spoken by candidate of Central Java governor.

Context: Zilvia Iskandar asked opinion from Ganjar Pranowo about Banyumas Lengger Dance performance by Didi Nini Thowok.

ZI : Terima kasih. Penampilan Didi Nini Thowok Tari Lengger Banyumas. Cantik sekali. Mas ganjar satu kata dong buat tari yang tadi.

GP : **Lemes.**

ZI : Lemes. Kok lemes?

GP : Kayaknya nggak ada tulangnya kan? Jadi, Mbak. Mas Didi ini pernah kita minta untuk nari di London, di pinggir Sungai Adams sekaligus promosi investasi sama Borobudur Marathon. Dia duet sama Dirut Bank Jateng, Dirut Bank Jatengnya main flute. Main terompet gitu. **Dan itu ternyata menjadi pertunjukan yang bagus.**

(Kandidat Bicara episode “Saat Petahana Pertahankan Takhta” on February 1, 2018”).

The speech was an interaction between Ganjar Pranowo (GP) as Central Java governor candidate Zilvia Iskandar (ZI) as the talk show mistress of ceremony, and Didi Nini Thowok who was performing Lengger Banyumas dance. On the excerpt, Ganjar Pranowo (GP) obeyed *approbation maxim*. The utterance “Dan itu ternyata menjadi pertunjukan yang bagus” showed that he maximized the compliments for his speech partner and minimized any humiliation upon his partner. The speech partners in the context were Zilvia Iskandar (ZI) and Didi Nini Thowok.

GP revealed that Lengger Banyumas dance presented by Didi Nini Thowok seemed

“pale” even he seemed to have no bones. The excerpt delivered by GP interpreted that he obeyed approbation maxim. This maxim was proven by giving compliment to his speech partners, Didi Nini Thowok. The compliment was shared in the form of compliment upon his seemingly weak gesture and the dance show. Not only that one, GP also considered that the show presented by Didi Nini Thowok while in London was a masterpiece.

Modesty Maxim Obedience

This maxim demanded the candidates to minimize compliment upon themselves and maximize humiliation upon themselves. The illustration of this maxim could be seen on this statement by Riau governor candidate.

Context: Vice – governor candidate (Abul Aziz Qahhar Muzakkar) stated that he only donated coins

ZI : Oke, saya ingin kembali menyambung pertanyaan saya, kali ini ke Pak Aziz. Pak Aziz, biaya politik tinggi, biaya pilkada picu korupsi. Saya ingin tahun berapa sih biaya politik, biaya pilkada yang Bang Nurdin dan Pak Aziz siapkan untuk pilkada kali ini?

AA : Ini kan saya tidak pernah bicara soal biaya dengan Pak NH ya.

ZI : Kenapa, Pak?

AA : **Dari awal Pak NH pasti tahu tidak ada sumbangan dananya Pak Aziz kecuali uang recehan ya. Iya, karena....**

(Kandidat Bicara episode “Sulawesi Selatan Mencari Pemimpin” pada tanggal 8 Februari 2018”).

The speech event was an interaction between Aziz Qahhar Muzakkar (AA) as Sulawesi governor candidate and Zilvia Iskandar (ZI) as the moderator of the talk show. In the excerpt, AA obeyed modesty maxim. The utterance “Dari awal Pak NH pasti tahu tidak ada sumbangan dananya Pak Aziz kecuali uang recehan ya. Iya, karena” It showed that AA minimized compliment upon himself and maximized humiliation upon himself.

Abdul Aziz Qahhar Muzakkar (AA) acknowledged that since he joined regional election, there was not any donation with large

amount spent by him. It interpreted that AA obeyed modesty maxim. He tried to keep low profile about his spent donation. He stated that the fund spent by him was only small amount.

Agreement Maxim Obedience

This maxim demanded the candidates to minimize disagreement between him and his speech partner and maximize agreement between him and his speech partner. Here is the example of the maxim.

Context: Agreement between governor’s candidate (Lukman Edi) and the moderator (Zilvia Iskandar)

ZI : Berarti di zaman Anda akan menggelontorkan banyak beasiswa pendidikan?

LE : **Iya, kita akan menggelontorkan sebanyak-banyaknya beasiswa untuk pendidikan karena kekayaan Riau itu terbatas, kekayaan minyak itu terbatas, suatu saat habis.** Kita akan tergantung pada anak-anak muda Riau di masa yang akan datang dengan pendidikan yang lebih baik ya?

(Kandidat Bicara episode “Riau Mencari Pemimpin” pada tanggal 1 Maret 2018”).

The speech event was an interaction between Lukman Edi (LE) as Riau governor’s candidate and Zilvia Iskandar (ZI) as the moderator. In the excerpt, Lukman Edi (LE) obeyed *agreement maxim*. The utterance “Iya, kita akan menggelontorkan sebanyak-banyaknya beasiswa untuk pendidikan karena kekayaan Riau itu terbatas, kekayaan minyak itu terbatas, suatu saat habis” It showed that there was disagreement between themselves and maximized their agreement. The speech partner in this context was Zilvia Iskandar (ZI).

Lukman Edi (LE) showed agreement to Zilvia Iskandar about giving scholarship because Riau’s resource – the oil – was limited and would be depleted. The excerpt was delivered by Lukman Edi (LE). It interpreted that there was obedience of agreement maxim. It was an agreement to Zilvia Iskandar about giving many scholarship to Riau’s youths. It was done since

the resource of Riau was limited and would be depleted. Lukman Edi (LE) assumed that giving scholarship to Riau's youths, there would be a follow up of resource management by the youths.

Sympathy Maxim Obedience

This maxim demanded the candidate to minimize antipathy between himself and his speech partner and maximize sympathy between himself and his speech partner. This obedience was used by the vice – governor's candidate of Central Java in this utterance.

Context: Governor Candidate (Sudirman Said) explained about Human Resource Development which would be done.

AS : Baik, terima kasih. Pak Dirman, sebagai penantang tentu Anda punya apa kecukupan modal karena Pak Ganjar ini dari beberapa observasi dan juga kemarin waktu minggu lalu tampil disini sudah menceritakan juga beberapa capaian kemiskinan, soal lapangan kerja dan layanan dasar. Salah satu yang diunggulkan oleh beliau itu soal infrastruktur yang konon sedang meluas. Tawaran baru soal apa ini infrastruktur kalau itu dianggap sebagai dasar untuk mengatasi kemiskinan, pembukaan lapangan kerja, dan sekaligus pelayanan dasar.

SS : Ya, terima kasih, Mas Ari. ... Saya punya pikiran begini coba bayangkan yang mau jadi camat itu kan ada sekolahnya namanya STPDM kan? Yang mau jadi kapolsek itu ada sekolahnya namanya akademi polisi, yang mau jadi bupati juga ada sekolahnya gitu. Yang mau jadi kepala desa ada sekolahnya nggak? Tidak ada. Apalagi yang jadi perangkat desa, padahal seluruh konsep pembangunan itu ketika diletakkan pada level desa itu yang menjalankannya adalah perangkat desa, karena itu saya mau membangun soft infrastructure dengan cara membentuk akademi perangkat desa gitu. **Saya ingin mereka yang akan menjadi perangkat**

desa itu dididik dulu dengan baik, dibekali dengan kemampuan managerial, dibekali dengan keuangan. Bagaimana mengurus proyek, bagaimana mengurus masyarakat, bagaimana menggerakkan masyarakat sehingga ketika duduk mereka betul-betul bukan lagi sebagai instrumen birokrasi tapi sebagai pemimpin di level desa. ...”.

(Kandidat Bicara episode “Penantang Petahana Jateng” pada tanggal 1 Februari 2018”).

This speech event was an interaction between Sudirman Said (SS) as the Central Java governor candidate and Adi Sucipto (AS) as the panelist on the *talk show*. Based on the excerpt, Sudirman Said (SS), obeyed sympathy maxim. The utterance “saya ingin mereka yang akan menjadi perangkat desa itu dididik dulu dengan baik, dibekali dengan kemampuan managerial, dibekali dengan keuangan” It showed that Sudirman Said (SS) minimizing antipathy upon himself with his speech partner and maximized sympathy between himself and his speech partner. The speech partners in this context were Aji Sucipto (AS) and people watching the talk show, especially Central Java citizens.

Sudirman Said (SS) revealed that he wanted to prepare and educate the village officials with managerial and financial abilities. The utterance interpreted that Sudirman Said (SS) obeyed sympathy principle. Sudirman Said (SS) showed attention and sympathy to village officials to be prepared by managerial and financial skills. Then, it could be seen clearly that Sudirman Said (SS) giving his attention and sympathy to the performance of Javanese people, especially the village officials.

Based on the utterance of governor and vice-governor candidates in the talk show, it could be known that there were six maxims to obey the politeness principle.

CONCLUSION

Based on the findings, the politeness principle of the candidates' utterance in *talk show* consisted of six maxims. They covered tact,

generosity, approbation, modesty, agreement, and sympathy.

ACKNOWLEDGMENT

Special thanks to Prof. Dr. Ida Zulaeha, M.Hum who had directed, suggested, and motivated the author in this research. Thanks to all families and friends whom had motivated me to think positive.

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