

The Form of the Language Politeness of State Officials in Q and A Metro TV Talkshow: Pragmatic Analysis

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Abstract

Language is human nature, meaning that language as a means of verbal communication is only possessed by humans. The politeness of speech spoken by state officials in Q and A Metro TV talkshow is an interesting phenomenon to be studied from a pragmatic perspective since social and verbal interactions of state officials will appear as natural as possible when state officials communicate with hosts and panelists. This study analyzed the forms and types of violations and the obedience of Leech maxim politeness of state officials in Q and A Metro TV Talk Show. The study was analyzed using a pragmatic and descriptive qualitative approach. The data was collected by listening and note-taking. The data analysis techniques in this study was normative technique. The obedience with the principle of politeness can be found in the maxim of generosity, the maxim of acceptance, the maxim of modesty, the maxim of approval, and the maxim of sympathy. Violations on the principle of politeness are on the maxim of judgement, maxim of generosity, maxim of courtesy, maxim of modesty, and maxim of approval. The benefit of this study is to provide an understanding of the politeness of the speeches of state officials in Q and A Metro TV Talk Show.

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INTRODUCTION

Every member of the community is always involved in the use of language. Apriliyani and Rokhman (2016) state that language as a single tool of communication has many functions, one of which is a tool for establishing cooperation with fellow humans. The language used to convey these intentions by providing a response or response in the form of deeds. Language is a sign system that is used as a symbol to represent human thoughts, concepts, and experiences (Djawanai, 2009: 2). Language is not only a means of delivering information, the language used to communicate also usually shows the personality of an individual (Ariyanti and Zulaeha, 2017). The politeness of language is reflected in the procedure for communicating through verbal signs or language procedures (Nur and Rokhman, 2017). Therefore the politeness in language is important in order to create a comfort in communication.

Language and thought are a unity compared to a coin with two sides: one side as language and the other side as mind (Mahadi and Jafari, 2012: 230). When compared with other symbols, language is the most complicated, subtle, and developing symbol (Hayakawa 2009: 99). The main function of language is as a tool for communication in social life (Octavhia and Wahyudi, 2019: 15). Mardikantoro (2012) states that in language, language cannot be separated from the social and cultural factors of the community of the speaker. Therefore, communication occurs in all aspects of lives of the people (Eliya and Zulaeha, 2017).

Widyawari and Zulaeha (2016) stated that one of the individuals who had to speak polite Indonesian was the state officials. As a state official, his/ her behavior and speech are role models for the community since they are considered as leaders. Good words, wise, and in accordance with courtesy become a reflection of the character of every state official. Yusuf (2017) states that in speaking with speakers of different languages the potential for conflict between the two is caused by misunderstanding.

The choice of the speaker code influences the success of good communication (Kholidah and Haryadi, 2017).

In this case, not all state officials violate politeness in speaking. There are still many state officials who are polite in speaking both in formal forums such as at the official meetings, speeches, etc., as well as in informal forums such as during interaction with the wider community, communication in daily life, and in the environment around their residents. State officials should pay attention to politeness for any reason and any purpose in serving. This must be done since instead of being a qualified individual, the state official himself/ herself will also be a role model for the surrounding community. As a state official, it will definitely make a big influence on the people they lead.

One of the type of mass media that is often used by the public to dig up information is electronic mass media in the form of television. One of the form of variety of television shows that are served to meet the curiosity of the public for an information is a talk show program. In the context of state officials becoming informant in a television talk shows, they speak in such a way as to answer questions raised by the host of the show. It is very often that the host of the show gives questions that trigger the emotions of the speaker, which then raises the unexpected utterances spoken by the speaker.

Fedyna (2016) in her research entitled "The Pragmatics of Politeness in The American TV Talk Show Piers Morgan Live", also examined politeness on the talk show, her research contained exposure to Piers Morgan's communication behavior that tended to combine both strategies, namely positive and negative politeness strategies. However, in the use of politeness strategies, positive politeness strategy is more dominant.

The study entitled "Cooperation and Politeness in Television Discourse", by Olutayo (2015) examined the principles of cooperation and politeness in television talkshow interviews in Negeria. The theoretical framework adopted in his research is the principle of Grice's cooperation and Levinson's politeness theory. Three TV

talkshows that were popular in Negeria were used as samples in the study.

A research conducted by Sarno and Rustono (2016) entitled "The Politeness of the Speech of Television Broadcasters in the Broadcast of Indonesian Private Television Entertainment Program Discourse (*Kesantunan Tuturan Penyiar Televisi pada Wacana Siaran Program Hiburan Televisi Swasta Indonesia*)." This study contains the politeness of language in the broadcast of private television entertainment programs discourse in Indonesia which is an interesting phenomenon to be studied from a pragmatic perspective since the social and verbal interactions of private television broadcasters create discourses that reflect a typical culture. Meanwhile, the language they speak has the potential to be absorbed by the community and realized in the communication interactions. This study aims (1) to describe and find the form of polite speeches by broadcasters on the discourse of broadcasts of Indonesian private television entertainment programs and the characteristics of polite speech used, (2) identify the level of politeness by the television broadcasters on the discourse of broadcasts of Indonesian private television entertainment program, (3) describes the maxim violated by the television broadcasters and the pragmatic implications that exist in the discourse of broadcasts of Indonesian private television entertainment programs.

Research by Deng and Zhou (2013) entitled "A Corpus Study of Politeness Principle in *Desperate Housewife*". This research analyzes the politeness contained in the *Desperate Housewife* TV series. Their research showed that the most useful proverbial maxim of consideration, then, followed by maxim of acceptance and sympathy. Next, it showed the maxim of generosity, maxim of approval and maxim of modesty. Deng and Zhou (2013) concluded that the principle of conversation is widely used in everyday life in modern America, however, the frequency of each maxim used is different since the people tend to prioritize the acquisition of the most benefits and the least cost. For this reason, maxim of consideration is the most widely used. Meanwhile, maxim of

modesty is the least used since it is related to their culture, which prefers to benefit others rather than being polite.

In the analysis of this study, the researcher applied pragmatic analysis. The purpose of this study was to find out the form of obedience, violation, and the type of politeness based on Leech politeness that is dominantly violated by the state officials in the Q and A Metro TV talkshow.

METHODS

The approach applied in this study was theoretical and methodological. The theoretical approach used was a pragmatic approach, meanwhile, the methodological was a qualitative descriptive approach. The data was obtained by listening and note taking technique. The data in this study were utterances spoken by the state officials on the Q and A Metro TV talkshow that are suspected to contain obedience and violations of language politeness and also allegedly dominate certain types of maxim politeness. The data analysis technique used was the normative technique.

RESULTS AND DISCUSSION

The Obedience of Maxim Politeness of the Utterance of the State Officials

The Obedience with the principle of politeness in the speech of state officials in Q and A Metro TV Talk Shows was found in the maxim of generosity, the maxim of submission, the maxim of modesty, the maxim of approval, and the maxim of sympathy. The maxim which are not obeyed by the four state official figures were the maxim of judgement.

- (1) Context: Panelist Asep Iwan Iriawan commented on members of the House of Representatives who were partly dodging when called by the KPK.

The state official 1: "Then, my current job is to cooling down the parliament. My task is to make people not harmed by unnecessary commotion in parliament."

Official Figure 1 stated that as the chairman of the House of Representatives, he would try to make the DPR feel strong so that the people would not be disadvantaged due to the uproar that currently happened. Official Figure 1 felt the need to take the best attitude for the people especially during his serving now as chairman of the DPR. The intention of the Official Figure 1 is trying to calm down the parliament as a manifestation of the Official Figure 1 in obeying the maxim of generosity since it maximizes profits to other parties which is to the people of Indonesia.

- (2) Context: The host was asking whether the presence of the 2nd Official Figure in the government would make Joko Widodo win the 2019 presidential election.

The State Official 2 : “*Insya Allah* (By the God willing), with all do the respect and love of God to the leader whose name is Joko Widodo, I am not worried about all of the hashtags of those kinds. With the permission of Allah SWT, the more you make mistake to Him, the more you insult Him, the more you slander Him, Allah will raise His level much higher and He will win in 2019.”

The Speech of the Official Figure 2 adheres to the maxim of approval since it maximizes praise to Joko Widodo since the Official Figure 2 does not say that if his involvement in the palace does not make any influence that Joko Widodo will win the 2019 presidential election, however, the Official Figure 2 offers the best prayer for Joko Widodo since the more people do wrong to Him, then Allah will raise His level higher.

- (3) Context: Panelist Yayat Supriatna praised the strength of the Official Figure 3 in singing and asked about the obstacle when the Official Figure 3 spoke in public so that he had to ask people to teach him about public speaking.

Tokoh Pejabat 3 : “So this is how it is, I always improve even though I am in my current position, I talk, I talk with Mr. Pope.”

The speech of Official Figure 3 obey the maxim of humility since his speech minimizes

praise to himself. Officer Figure 3 also does not boast of his current position and he always wants to improve himself to be better leader. He acknowledged that there were still many shortcomings that he must continue to correct and were not ashamed to learn from others.

- (4) Context: Panelist Olga Lydia commented on the highway rates that some people considered it to be too expensive.

The State Official 3 : “It seems that Mr. Basuki will decide, but Ms. Olga, thank you very much, indeed this is the fact that the highway price is expensive.”

The Speech of the Official Figure 3 complies with the maxim of approval since the speech is a form of agreement with the panelist Olga Lydia's opinion due to the fact that the highway price is expensive, he does not avoid the highway price that is expensive to some people since it is the private sector who spends money on the highway development, therefore, it is inevitable that the private sector want to return the capital.

- (5) Context: Panelist Sudjiwo Tejo asked about the distrust of the KPK institutions with the police and prosecutors since they felt that the KPK institutions were getting bigger and bigger and were increasingly showing their existence in eradicating corruption.

The State Official 4 : “But if I am asked, it is better to be like other countries. Already, corruption starts from 1 rupiah to the big one, it is only handled by the KPK. Then, it can show more performance.”

The speech of the Official Figure 4 obeys the maxim of concurrence or sympathy since it shows the sympathy of the Indonesian people so that they do not continue to be harmed by corruptors since they feel that if corruption is only handled by the KPK then the results will be maximal since the KPK is working to focus on corruption and the police can handle other cases.

The Violation of Maxim Politeness of the Utterance of the State Official

Violations on the principle of politeness in the speech of state officials in Q and A Metro TV Talk Shows were the maxim of judgement, the maxim of generosity, the maxim of courtesy, the maxim of modesty, and the maxim of approval. There was one type of maxim that was not violated by the four state officials, which is the maxim of sympathy. The following is the realization of Leech maxim politeness violations by the state officials.

- (6) Context: The host announced a closed poll of the assessment given by the panelists to the Official Figure 1 regarding the eligibility of the Official Figure 1 to become the chairman of the Republic of Indonesia Parliament, with the results of 6 people answering with doubtfully, 3 people answering with capable, and 1 person answering with unable.

The State Official 1 : “It is certain that the response is not come from that friend.”

Speech of Official Figure 1 addressed to 7 panelists who answered hesitantly and answered unable to Official Figure 1 to become Speaker of the DPR violated the maxim of consideration. Official Figure 1 maximizes benefits to other parties, which is to 7 panelists who answer doubtful and unable, to give a good assessment to him and minimize benefits to 7 panelists to provide honest evaluations.

- (7) Context: Panelist Effendi Gazali was asking about the role of the House of Representatives in the context of oversight to remind the president of dual positions.

The State Official 1 : “Since it is not regulated in the Law, the DPR has no obligation to remind.”

The Speech of the Official Figure 1 violates the maxim of modesty since the Official Figure 1 maximizes his own profit as the chairman of the DPR as well as the party cadre, he prefers his safest position not to take a firm stand since it is related to the general chairman of his party who concurrently serves as minister as well as general chairman of Golkar.

- (8) Context: Panelist Andre Rosiade commented on the change in attitude of the Official Figure 2 who a few months ago was very disliked by the Joko Widodo government and now joins the KSP and feels that the KSP needs to be dissolved since it is a waste of the budget.

The State Official 2 : “Bang Andre, it is Fadli Zon who wants to disperse instead of Andre. Andre is a good person.”

The speech of the Official Figure 2 violates the maxim of legal since it maximizes the expulsion to other parties which is to Fadli Zon, which can be said to scapegoat Fadli Zon in the speech. that the person who wants to dissolve KSP is Fadli Zon.

- (9) Context: Panelist MC Danny advised Official Figure 3 to promote public transportation by busking to attract the attention of the public in order that the public would want to switch from private vehicles to mass transportation.

The State Official 3 : “It is so pity for those who busking?”

Official Figure 3 besides being known as a minister is also known as a band whose existence cannot be doubted, therefore, he feels that if he is busking he can easily compete with buskers, he feels his existence and voice can get rid of buskers. Official Figure 3 maximizes self-praise that considers his voice better than buskers on public transportation by feeling sorry for buskers if he takes part in busking on public transportation.

- (10) Context: Panelist Ray Rangkuti commented on the attitude of the Official Figure 2 who felt that it was too extreme in supporting a stronghold until when the Official Figure 2 decided to switch support as there was no respite from each other.

The State Official 2 : “It is not that. It is wrong. That is where my people do the job, how. How does Ray know?!”

The Speech of the Official Figure 2 violates the maxim of agreement since it maximizes disagreement between oneself and other parties. Official Figure 2 confirms that what the speech partner is referring to the panelist Ray Rangkuti

not approved by the speaker at all, namely the Official Figure 2. The Official Figure 2 also emphasizes if he or she is not a speech partner or other person, so that the Official Figure 2 knows exactly, to reinforce the statement of disagreement with the statement of the speech partner.

The Most Dominant Type of Maxim Violated by the State Official

(1) Official Figure 1 most often violates the maxim of humble with a total of 8 utterances, meanwhile, for the second sequence the most frequently maxim violated by the Official Figure 1 is the maxim of courtesy with 6 utterances, followed by the maxim of consideration with 5 utterances, approval thimbles of 5 utterances, the maxim of generosity with 3 utterances, and found no violations of politeness in the maxim of consideration and sympathy; (2) Official Figure 2 most frequently violates the maxim of acceptance, the maxim of modesty, and the maxim of approval with 6 speeches for each maxim, followed by themaxim of generous with 4 utterances, meanwhile, there are no violations found on the maxim of consideration and the maxim of sympathetic; (3) In official Figure 3, the most dominant maxim violated were the maxim of acceptance with 2 utterances, followed by the maxim of humility with 1 utterance, and no violation was found in the maxim of consideration, the maxim of generosity, and the maxoim of approval.

CONCLUSION

Based on the results of qualitative data analysis using a Pragmatic study of state officials' speeches on the Q and A Metro TV Talk Show, it was found that the maxim obeyed by the state officials such as maxim of generosity, maxim of support, maxim of modesty, maxim of approval, and maxim of sympathetic. Whereas, the maxim of judgement was the maxim that was not obeyed by the state officials. Furthermore, the maxim violated by state officials werethe maxim of judgement, the maxim of generosity, the maxim of acceptance, the maxim of modesty, and the

maxim of approval. Whereas, the maxim of sympathy is a maxim that is not violated by the state officials. The dominant maxim violated by the state officials is the maxim of modesty.

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