

**POLITENESS STRATEGIES IN COMPLIMENT USED BY INSTRUCTORS AT
ENGLISH LANGUAGE SCHOOL (ELS) PADANG**

A THESIS

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ABSTRAK

Dalam skripsi ini dibahas kesantunan berbahasa para instruktur English Language School (ELS) Padang dalam memberikan pujian. Ada tiga poin yang dianalisis (1) menjelaskan tipe-tipe kesantunan yang digunakan oleh para instruktur lokal dan *native speaker*. (2) menjelaskan tipe kesantunan yang muncul secara dominan, dan (3) menjelaskan faktor-faktor yang mempengaruhi para instruktur dalam memilih tipe kesantunan.

Data diambil dari percakapan-percakapan para instruktur ELS Padang. Proses pengumpulan data menggunakan metode non partisipasi observasi dan menggunakan teknik catat (*note taking technique*) dan teknik rekam (*recording technique*). Data dianalisis melalui pendekatan pragmatik, dengan menggunakan teori *politeness strategies* yang dikemukakan oleh Brown dan Levinson (1978) serta teori konteks SPEAKING oleh Hymes (1972).

Dari hasil analisis, penulis menemukan bahwa para instruktur ELS Padang menggunakan beberapa tipe strategi kesantunan dalam memberikan pujian yaitu (1) *bald on record* (2) *positive politeness*, (3) *negative politeness* dan (4) *off record*. Dari ke empat strategi tersebut yang paling dominan adalah strategi kesantunan *positive politeness*. Kemudian beberapa faktor yang mempengaruhi pemilihan strategi dalam memberikan pujian yaitu (1) peserta (*participant*), (2) latar (*setting*), (3) tujuan (*ends*) dan (4) norma (*norms*). Dari ke empat faktor tersebut yang paling dominan adalah peserta (*participant*).

Penulis menyimpulkan bahwa para instruktur ingin menjaga hubungan dengan sesama instruktur. Dengan memperhatikan dan mempertimbangkan siapa peserta tuturnya, sang instruktur tidak mengatakan langsung tentang apa yang dirasakannya sehingga lawan tutur tidak akan merasa malu dan tersinggung. Oleh karena itu dapat dikatakan bahwa peserta tutur sangat mempengaruhi faktor pemilihan strategi kesantunan berbahasa.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In human interaction, there is such a take and give effect. It appears naturally, if he conducts bad things, he will get the worse one. In order to avoid it, they need appreciation. By appreciating one's privacy or a group of people, it can create good atmosphere and sympathy. One of the best ways to create sympathy is politeness. People in their social life need politeness because by being polite, many people can avoid conflict and misunderstanding. Therefore, they should consider the way of speaking and the choice of words. In other words, they have to apply politeness as the strategy of communication.

People use politeness strategy in various ways. Yule (1996:60) stated that being polite can be expressed through being tactful, generous, modest, and sympathetic toward others. Meanwhile, Brown and Levinson (1987: 94) proposed 5 (five) strategies of politeness. They are bald on record, positive politeness, negative politeness, off record, and don't do FTA. These strategies can be used as the framework to analyze the language behavior and language phenomenon in social life. One of the language phenomena that occur in social is compliments.

Compliments are commonly and widely used in general human society to greet, encourage, thank, and open a conversation. According to Holmes (1988: 446), "A compliment is a speech act which explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some 'good' (possession, characteristic, skill, etc) which is positively valued by the speaker and the hearer".

Compliment is not only needed in daily life but also in the office. Many people use compliment to appreciate their partner. It is done in order to create the relationship harmony

among the employee because in the office there is a various background of the employee such as educational background, the position in the office and the culture. One of the offices who have various employee is ELS Padang.

ELS is the abbreviation of English Language School Padang in which addressed on Ahmad Yani street. As the non government course ELS is the best English course in Padang because it always control the quality of its instructors, teaching material and students. It employs Indonesian and native speaker as its instructor. In order to avoid problem and misunderstanding among them they use compliment. The instructors very often compliment their friends each other not only about their apperance but also their job. They almost do compliment to their friends when they give their opinion, for example:

Instructor A : What do you think about it?

Instructor B : **Wow! It is wonderful.** You look good in blue!

Instructor A : Oh, Thank you, I bought it yesterday.

In the conversation above, instructor B clearly applies bald on record strategy in his compliment to instructor A. It is appropriate because bald on record is used to counterpart or person who known well. Meanwhile, in responding B's compliments, A accepts the compliment that uttered by her friend. She accepts her friend's compliment by giving appreciation token "*Oh, thank you*". So her responses create love and solidarity feeling among them.

Based on the phenomenon above, the writer is interested in conducting a study on politeness strategies in compliment used by instructors at English Language School (ELS) Padang.

CHAPTER 5

CONCLUSION

5.1 Conclusion

Having analyzed the data in the previous chapter, the writer can conclude that there are four types of politeness strategies. They are, (1) positive politeness, (2) off record, (3) bald on record, and (4) negative politeness. From the four politeness strategies, the most dominant type of politeness strategies is positive politeness. Furthermore this strategy occurs nine times (45%) among twenty data that are analyzed. The occurrence of positive politeness is assumed that the speaker does not want to hurt and make the listener disappointed. Most of the listeners are the speaker's friends not only as the tandem teacher but also they are grouped in teamwork. Therefore, positive politeness is the appropriate way to communicate among the instructors and convey their opinion in order to omit and minimize the distance between them.

Meanwhile, there are four factors that influence the instructors to use certain types of compliment, they are: (1) setting, (2) participants (3) ends, and (4) norm. From these four factors, the dominant factor is participants. It is assumed that the speakers respect and appreciate their friends. There is a high value in respecting their friends because the job position in the office. Spending the time together among the instructors have created an emotional bond. Therefore, they always consider about their friend's feeling in order to make a good atmosphere in their office.

5.2 Suggestion

As long as the writer conducts the observation at ELS Padang, many jobs have been done. As the private course, ELS Padang succeed to increase its quality through solid teamwork among the instructors and up date materials. ELS not only succeed to maintain its credibility but

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