

**POLITENESS STRATEGIES IN COMMISIVE UTTERANCES
FOUND IN PRESIDENTIAL DEBATE**

A Thesis

**Submitted in Partial Fulfillment to the Requirement for the
Degree of Sarjana Sastra**



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PADANG
2010**

ABSTRAK

Penggunaan strategi-strategi kesantunan berbahasa dalam debat calon presiden Amerika antara John McCain dan Barrack Obama dibahas dalam skripsi ini. Debat ini diselenggarakan pada 26 September 2008 di Universitas Mississippi. Tujuan penelitian ini adalah untuk menggambarkan strategi-strategi kesantunan dalam ujaran komisif yang diaplikasikan oleh penutur, menggambarkan kemungkinan fungsi dari setiap strategi kesantunan yang diaplikasikan tersebut, serta menentukan strategi yang paling sering digunakan berdasarkan keseluruhan data.

Data diambil dari transkrip debat pertama calon presiden Amerika yaitu “*the first presidential debate*” yang diunduh dari situs resmi *New York Times*. Data dikumpulkan melalui metode simak bebas libat cakap, disertai dengan teknik rekam dan teknik catat. Data dianalisis menggunakan teori padan pragmatik dengan teori Brown dan Levinson (1987) tentang strategi kesantunan (*politeness strategy*). Penulis juga melengkapi penelitiannya dengan menggunakan teori konteks yang dikemukakan oleh George Yule. Selanjutnya, data disajikan dengan metode formal dan informal.

Dari penelitian ini, hasil yang diperoleh menunjukkan bahwa kedua peserta debat cenderung menggunakan tipe kesantunan positif dalam mengujarkan kalimat-kalimat komisif mereka. Dari 15 dialog ditemukan 26 buah ujaran komisif yang mengandung strategi kesantunan, yaitu 1 (3.7%) strategi langsung/tanpa basa-basi (*Bald on Record*), 17 (63%) strategi kesantunan positif (*Positive Politeness*), 2 (7.4%) strategi kesantunan negatif (*Negative Politeness*), serta ditemukan sebanyak 7 (25.9%) strategi tidak langsung (*Off Record*). Dari 26 buah ujaran komisif tersebut juga ditemukan satu ujaran komisif yang mengaplikasikan dua buah strategi kesantunan sekaligus dalam waktu yang bersamaan. Berdasarkan keseluruhan data yang dianalisis, strategi yang paling sering digunakan penutur dalam ujaran komisif mereka adalah strategi Promise dari Positive Politeness yaitu sebanyak 5 kali. Ini menunjukkan bahwa dalam mengaplikasikan strategi kesantunan di setiap ujaran yang mengandung makna komisif, penutur dalam debat calon presiden ini cenderung menyampaikan janji-janji dan komitmen mereka kepada pendengar dengan tujuan agar mereka bisa memperoleh simpati dan kepercayaan dari pendengar untuk dipilih menjadi presiden Amerika selanjutnya.

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Politeness phenomenon is a basic foundation in the social order of human life which is reflected in the language use. The study of politeness phenomenon deals with the way we express our feeling and thought in face-to-face conversation. Brown and Levinson (1987) states that politeness is the expression of the speaker's intention to mitigate face threats carried by certain FTA toward another. Moreover, Yule (1996) states that politeness shows the awareness of another person's public self image face wants. It is related to social distance, closeness, and culture. In other word, politeness is an interaction such as norms and rules existing the society at large.

The use of politeness strategy in social interaction is essential. It can be found on formal or informal conversation. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer's face. Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. In line with that definition, Leech (1983) points out that people even can keep the relationship since politeness also aim in maintaining the social equilibrium and the friendly relation. While Renkema (1993) states that politeness prevents or repairs the damage caused by FTAs. The term politeness strategies concern on the polite ways in order to maintain a good communication each other, and also to create a cooperative relationship. A polite

CHAPTER 4

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

After analyzing the politeness strategies in commissive utterances as found in the First American Presidential Debate, the writer can conclude that the politeness strategies are used by the participants in this debate. Each occurrence of politeness strategy in commissive utterances in the conversations is influenced by the context. In this chapter the writer presents the result of the data analysis of using the politeness strategies in commissive utterances found in the first American presidential debate.

Based on the analysis of fifteen data in the previous chapter, the writer finds out some conclusions that are presented in the explanation below:

In the fifteen data, positive politeness is the most dominant strategy used in the conversation among participants of the first American presidential debate. The writer finds out sixteen occurrences of positive politeness (63%) from twenty-seven occurrences of politeness strategies in the conversations. In performing positive politeness, the participants use nine sub-strategies of positive politeness, they are: Inclusive, Assume/assert reciprocity, Be optimistic, Promise, Give gift to the hearer, Notice, Give or ask for the reason, Avoid disagreement, and Exaggerate.

Negative politeness is the next strategy which is used by the participants in this debate. It occurs twice (7,4%) from twenty-seven politeness strategies occurrence. There is only "be conventionally indirect strategy" which is used by the participants in this debate.

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