

Politeness Strategy in The First Debate of the 2024 Indonesian Presidential Candidate

Febrianta Lidia Saragih¹, Febrika Dwi Lestari², Nenni Triana Sinaga³

^{1,2,3}Universitas HKBP Nommensen, Indonesia

Email: febrianta.saragih@student.uhn.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui jenis dan strategi kesantunan yang dominan dalam debat pertama calon presiden Indonesia 2024. Metode deskriptif kualitatif digunakan dalam penelitian ini untuk mengumpulkan data guna mengeksplorasi strategi kesantunan dalam debat pertama calon presiden Indonesia 2024. Pengumpulan data dilakukan dengan cara observasi, sebagai data tambahan untuk mengetahui lebih jauh tentang keberhasilan strategi kesantunan dalam debat tersebut. Data diambil dari naskah video debat pertama calon presiden Indonesia 2024. Analisis data digunakan oleh Brown dan Levinson (1992) yang mengklasifikasikan lima strategi kesantunan tuturan dosen. Berdasarkan analisis tersebut, ditemukan empat jenis strategi kesantunan yang terjadi dalam debat pertama calon presiden Indonesia 2024, terdapat 47 data tuturan meliputi 8 tuturan off-record, 27 tuturan kesantunan positif, 3 tuturan kesantunan negatif dan 9 tuturan bald on record. Strategi yang paling dominan digunakan oleh calon presiden Indonesia 2024 adalah kesantunan positif. Diharapkan penelitian ini dapat meningkatkan pemahaman tentang jenis dan fungsi strategi kesantunan dalam percakapan serta menambah wawasan yang lebih mendalam.

Keyword: Strategi Kesopanan; Debat; Pragmatik

ABSTRACT

This study aims to determine the types and strategies of politeness that are dominant in the first debate of the 2024 Indonesian presidential candidates. Qualitative descriptive methods are used in this study to collect data to explore politeness strategies in the first debate of the 2024 Indonesian presidential candidates. Data collection was carried out by observation, as additional data to find out more about the success of politeness strategies in the debate. Data were taken from video scripts from the first debate of the 2024 Indonesian presidential candidates. Data analysis was used by Brown and Levinson (1992) who classified five politeness strategies of lecturers' speech. Based on the analysis, it was found that four types of politeness strategies occurred in the first debate of the 2024 Indonesian presidential candidates, there were 47 utterances data including 8 off-record utterances, 27 positive politeness utterances, 3 negative politeness utterances and 9 bald on record utterances. The most dominant strategy used by the 2024 Indonesian presidential candidates is positive politeness. It is hoped that this study can increase understanding about the types and functions of politeness strategies in conversation and adds deeper insight.

Keyword: Politeness Strategy; Debate; Pragmatics

Corresponding Author:

Febrianta Lidia Saragih,
Universitas HKBP Nommensen,
Jl. Sutomo No.4A, Perintis, Kec. Medan Tim., Kota Medan, Sumatera Utara
20235, Indonesia
Email: febrianta.saragih@student.uhn.ac.id



1. INTRODUCTION

Politeness is one issue and everyone has different opinions. It is not something we are born with, but something we have to learn and interact with (Dujani, 2019). Politeness in communication is part of human efforts to reduce or avoid conflict while promoting comfort and understanding. In terms of its function, language functions as a means of communication (Manalu, 2023). The communication participants (communicators and communicants) must consider language procedures in order for communication to flow

smoothly (Napitupulu, 2021). Politeness is a strategy that people use as a tactic to increase conversational harmony (Culpeper, 2011). The harmony created between the speaker and listener in interaction is maintained well, allowing the exchange of information, good interactions to occur, and misunderstandings between the two parties to be avoided.

As social creatures, interacting with other people can affect other people's self-esteem. According to (Brown & Levinson, 1992), speakers use politeness strategies to avoid behavior that threatens the face of their interlocutor. In the communication process, communication participants may say things that cause themselves or others to lose face. Politeness strategies are used to better respect others and oneself. In everyday communication, if you cannot always convey your words politely, you could end up hurting other people's feelings. (Brown & Levinson, 1992) called this act the Face Threatening Act (FTA). For them, the concept of face is very important to maintain, so that at certain times communication participants feel the need to use certain strategies to reduce the threat contained in their speech, and themselves, or cause a loss of face for others.

Debate is an activity in which two or more parties, both individuals and groups, debate each other and defend their opinions. According to the Big Indonesian Dictionary (KBBI), a debate is a conversation or exchange of ideas about something in which people give each other reasons to defend their opinions. The phenomenon of politeness strategies can be seen in debates. Everyone needs polite language when communicating, including presidential candidates when debating. From these debates, the public, namely potential voters, can reliably identify potential leaders when communicating. This encourages presidential candidates to communicate carefully. For example, this aims to form a vision, mission, or work program and influence society in selecting ethical leaders.

In this research proposal, the researcher discusses the events of the first debate for Indonesian presidential candidates in 2024. This first debate took place on December 12 2023 at the KPU building. The first debate was attended by three candidates and two moderators. The first candidates are Anies Baswedan and Muhaimin Iskandar. Candidate pair number 2, Prabowo Subianto and Gibran Rakabumin Raka. Candidate pair number 3, Ganjar Pranowo and Mahfud Md. The debate was led by two moderators, Ardianto Wijaya and Verelina Daniel. This first debate will cover themes such as government, law, human rights, eradicating corruption, strengthening democracy, improving public services, and societal harmony.

In the ongoing debate, the three candidates exchanged arguments to garner public sympathy. Even so, the element of politeness must still be prioritized. Language is not only a means of communication, but is also associated with a series of behavioral norms and cultural values that shape an individual's identity. (Azizah et al., 2023) Language politeness can be seen as an effort to avoid conflict between the speaker and the interlocutor. In this case, language politeness reflects the culture of the community. Of course, social hierarchies exist in society as certain judgments are determined, such as teacher and student, leader and mentor, and other positions. Apart from that, context also leads to the use of language politeness. Politeness in language can prevent the interlocutor from feeling pressured, cornered, and insulted when communicating.

The researcher chose to study the first debate of the 2024 Indonesian Presidential Candidate because, in the first debate, the initial performance of each participant will be known. From there, the vision, mission, and work program of each pair of candidates can be determined. Apart from knowing each candidate's work program well, the public can also judge them based on the politeness of their language. Language politeness plays an important role for speakers of that language. Each utterance produced reflects and exemplifies the behavior, dignity, and character of the speaker. It can be said that all speech requires a certain level of politeness so as not to hurt the feelings of the person you are talking to. Speaking politely means using the right words depending on the situation. This is because the situations in which the words are spoken are different. Formal, informal, and informal situations have conditions. Similar to the first debate in the election for governor and deputy governor, formalities also apply in each segment. That's why each candidate needs to maintain a polite attitude when debating. The researcher uses Indonesian language data and presents it in English by translating each utterance. (Sipayung et al., 2024) say that a translated text can be evaluated as accurate if the source text and target text are equivalent from a cultural and linguistic point of view

To develop this research proposal, the researcher will provide research that has been carried out previously. (Chaliza, 2021) making research is entitled "Politeness Strategy of Tony Lip in Green Book Movie". In this study, researcher only found three types of recorded politeness strategies (33.72%), positive politeness (44.18%) and negative politeness (22.1%). The number of politeness strategies found in the film was 86 utterances, this shows that the dominant positive politeness strategy was used by Tony Lip in the film using the theory of (Brown & Levinson, 1987).

Based on the explanation outlined above, the researcher is interested in conducting a research proposal entitled "Politeness Strategy in the First Debate of the 2024 Indonesian Presidential Candidate". The researcher wants to examine politeness strategies in debates between candidate pairs. The main research is to find out the

types of politeness strategies used in the first debate of the 2024 Indonesian presidential candidates and to find out which types of politeness strategies are dominantly used in the first debate of the 2024 Indonesian presidential candidate using the theory of Brown and Levinson in 1992.

2. RESEARCH METHOD

This research was used a qualitative descriptive method because the results were known through observation and analysis of politeness strategies used in the first debate of the Indonesian presidential candidates in 2024. (Creswell, 2014) qualitative research is a method of researching and studying the objectives of the research problem. The emergence of questions and procedures, data collection, data analysis, and data interpretation by researcher constitute the process of this research. Several research methods are included in the descriptive method, which includes data collection techniques, data collection, categorization, and analysis of data items, as well as concluding the data results.

According to (Wulandari, 2012), object of the descriptive qualitative research consists of data and the source of data. The data for this research are utterance that have the type of politeness strategy uttered in the First Debate of Indonesian Presidential Candidates in 2024. The researcher was listened and observe each utterance within the video at that point type in down and check at what minute the utterance was expressed. In this research, the data source took from the video of the First Presidential Candidate Debate in 2024 which were studied by researcher. The debate is contained in "[FULL] Debat Pertama Capres Anies Baswedan, Prabowo Subianto, dan Ganjar Pranowo di Pilpres 2024" which was uploaded on December 13 2023 on YouTube KOMPASTV with a duration of 1 hour 44 minutes 29 seconds.

Using videos of the 2024 presidential candidates' first debate published on YouTube, the researcher was collected data using observation and recording techniques. (Sugiyono, 2015) states that direct observation and document review are the main methods used by qualitative researcher to collect information. The data collection technique that the researcher uses is as follows:

- 1) Looking for the video of the First Debate of the Indonesian Presidential Candidates in 2024 on YouTube.
- 2) Downloading and save the First Debate Video of the Indonesian Presidential Candidates in 2024.
- 3) Transcribing the video of the First Debate of the Indonesian Presidential Candidates in 2024.
- 4) Underlining politeness strategies in the video script.

In this research, after the data was collected, the researchers carried out data analysis using procedures according to the method (Miles and Huberman., 2014).

3. RESULTS AND DISCUSSION

This section discusses the findings of this study. This study examines politeness strategies in lecturers' conversations in class during the question and answer process. This strategy is related to the types and functions of politeness strategies in the First Debate of the 2024 Indonesian Presidential Candidates. The following is an explanation of the types of politeness strategies used in this study.

A. *Off-Record*

Off-record is an indirect strategy that uses indirect language and eliminates the speaker's potential to give an impression. The purpose of this strategy is to reduce pressure from the listener. Therefore, the speaker does something vaguely that can be interpreted by the listener as another action. Off-record is a strategy that is rarely used because usually many people do not know the meaning of the word in the First Debate of the 2024 Indonesian Presidential Candidates, off record was said 8 times. This is in accordance with research that has been conducted (Rosyidah, 2021). Researcher found that there were 3 utterance of off-record politeness strategies that were expressed by Joko Widodo in Politeness As a Strategy of Attack in Presidential Debate in Indonesia 2019.

B. *Positive Politeness*

This strategy focuses on the satisfaction of the listener who is oriented towards positive face. The speaker shows his appreciation with approval of intimacy in building closeness between the listeners. This strategy attempts to avoid conflict through some positive politeness including solidarity, friendship, and compliments. In addition, this strategy is widely used by someone to get closer to others by saying something that shows intimacy and agreement. This is in accordance with research that has been conducted (Rosyidah, 2021). Researcher found that there were 1 utterance of positive politeness strategies that were expressed by Joko Widodo in Politeness As a Strategy of Attack in Presidential Debate in Indonesia 2019.

C. *Negative Politeness*

This strategy focuses on the negative face of the listener and emphasizes the avoidance of coercion towards the listener. Negative politeness is intended to avoid offense by showing respect. In addition, this strategy can also be said as an individual's desire not to be obstructed by others. Most people know that this strategy, when used by a speaker, should emphasize the relative strength of the listener in maintaining social

distance. This is in accordance with research that has been conducted (Rosyidah, 2021). Researcher found that there were 3 utterance of off-record politeness strategies that were expressed by Joko Widodo in Politeness As a Strategy of Attack in Presidential Debate in Indonesia 2019.

D. Bald On-Record

Bald On-Record or commonly called a direct strategy without further ado. In this strategy, the speaker does nothing to minimize the threat to the speaker's self-image. The speaker performs the speech act directly and clearly. The use of this strategy can be said that the speaker's desire to maximize the efficiency of the speech act in any situation is greater than the speaker's desire to respect the speaker's self-image. In addition, this strategy is more likely to surprise the person being spoken to, embarrass them, or make them a little uncomfortable. This is in accordance with research that has been conducted (Rosyidah, 2021). Researcher found that there were 4 utterance of off-record politeness strategies that were expressed by Joko Widodo in Politeness As a Strategy of Attack in Presidential Debate in Indonesia 2019.

4. CONCLUSION

After analysing the data, the researchers come to the conclusions such as:

- 1) Based on 5 types of politeness strategy by Brown Levinson 1992, in the first debate of the 2024 Indonesian Presidential Candidates, the data presented showed that there were 4 types of strategies used, namely, 8 off-record utterances, 27 positive politeness utterances, 3 negative politeness utterances and 9 bald on-record utterances.
- 2) The most dominant type of politeness strategy in the first debate of the 2024 Indonesian Presidential Candidates was positive politeness which was uttered 27 times. This is because each candidate wanted to give a good impression and be straightforward in conveying their opinions.

This study explains how politeness strategies are used by the first debate of Indonesian presidential candidates in 2024. This study contributes to improving and understanding language studies, especially on politeness strategies related to current phenomena in the case of debates. In addition, there are many interesting phenomena to analyze that may not have been covered in politeness strategies. The researcher provides some suggestions for further researchers to conduct politeness strategy studies with speech or debate problems in several languages around the world. Other problems will be interesting to analyze against politeness related to current phenomena, certain environments that have not been covered in linguistics, or other contextual conversations. Finally, the researcher hopes that further researchers will conduct research to discuss interesting problems to improve linguistic understanding theoretically and practically.

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