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Positive Politeness Strategies of Tonado Javaness (Jaton) Community

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Abstract---Politeness is very important in communication to maintain a harmonious relationship between the speaker and the speech partner and to avoid conflict. Politeness is a way to maintain and save the face of the speaking actor. A positive politeness strategy in speaking frankly with pleasantries is the speaker's effort in expressing polite behavior in the form of language. The focus of this research lies in positive politeness strategies in speaking frankly with pleasantries in the Tondano Javanese community. This study aims to describe and explain positive politeness speaking strategies used by the Tondano Javanese people who live in Kampung Jawa Village. This study uses a qualitative approach with a descriptive method. Data collection is done by listening, recording, and taking notes. Furthermore, the data were analyzed using the theory of politeness strategies by Brown and Levinson (1987), which is related to the concept of 'face'. The results show that the Tondano Javanese people use ten positive politeness strategies and these strategies are used in speech situations when the interlocutor is lower or equal in power to the speaker, and the relationship between the speaker and the speech partner is familiar.

Keywords---community, Javanese Tondano (Jaton), positive politeness, speech partner, strategy.

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Introduction

Language is very important in forming good relationships between human beings. The role of language exists because language users have agreed on the existence of agreed symbols and rules that are followed by the community (Owen, 1996). With language, a person can express his thoughts, feelings, and desires to others in a certain social group. However, in its delivery, a person does not only pay attention to the content or information, but aspects of norms, rules, values, and politeness are things that must be considered by speakers. Language is always used by humans in various concepts to meet their needs. Therefore, language contains rules that govern how a person speaks so that the interpersonal relationships of the language users are maintained properly.

Politeness cannot be separated from the social aspect. According to Geoffrey (1993), politeness has different degrees of politeness consisting of three scales, namely; profit and loss scale, optimality scale, and discontinuity scale. Language politeness is a face-saving effort and is a strategy to avoid conflict, maintain and maintain respect (Evenson & Westphal, 1995). The speech strategy is very important in a communication/speech because the speech that is delivered well will use the right and good speaking strategy so that the intent to be conveyed to the speech partner is conveyed properly (Holmes & Wilson, 2017). Speech strategy is how we speak to produce an interesting utterance and can be understood by the speech partner (Yule, 1996; Thoyib et al., 2021). According to Brown & Levinson (1987), language politeness is defined as the speaker's effort to maintain the self-esteem or face of both the speaker and the speech partner. Politeness in language activities is not an easy matter. In its development, language politeness is not only needed but becomes an important part and must exist in every language activity. The principle of politeness in communicating is a universal one, even though every culture and community group has various sizes of politeness and expressions of politeness. Language politeness is an aspect of language that can increase the emotional intelligence of the speaker because, in communication, speakers and speech partners are not only required to convey the truth but must remain committed to maintaining harmonious relations (Garifullina et al., 2021).

Disrespectful language spoken by a speaker will threaten the face or self-image of the speech partner (Finch et al., 2017). In communicating, both speakers and speech partners have the potential to experience face-threatening actions (Brown & Levinson, 1987) called the Face Threatening Act (FTA). The method used to avoid face-threatening actions is that speakers and speech partners need to use politeness strategies in communicating. The strategy is used to reduce the risk due to unpleasant speech based on two categories of FTA, namely: FTA which threatens the negative face of the speech partner, and second, FTA which threatens the positive face of the speaker. Regarding the politeness of Brown and Levinson, Gunarwan (1994), states that politeness of language revolves around face notation which is divided into 2, namely negative face and positive face. A negative face refers to a person's (rational) self-image who wants him to be appreciated by allowing him to be free to do his actions or letting him be free from having to do something. A positive face on the other hand refers to the self-image of a rational person (a healthy person) who wishes that what he has or what are the values he believes (as

a result of what he does and has) people recognize as a good thing, which is fun, which is commendable (Weiser et al., 2008).

Language politeness strategy is an interesting phenomenon because it can be interpreted as the speaker's effort to maintain self-esteem/self-image between the speaker and the speech partner (Levinson, 1983; Tsai et al., 1991). In connection with the combination of two ethnic groups that exist in the Javanese Tondano community, namely the Javanese and the Tondano, this study was conducted to see how the use of positive politeness in speaking frankly and pleasantly in the Javanese Tondano community (Zaza et al., 2000). This study aims to describe positive politeness in speaking frankly with small talk used by the Javanese Tondano (Jaton) people in communicating/speaking (Jansen & Janssen, 2010).

Research Method

This study uses a qualitative approach with a descriptive method. Bogdan and Taylor in Prastowo (2011), assert that qualitative research is research that produces descriptive data in the form of written or spoken words from people and observable behavior. While the descriptive method was chosen because this method can provide an accurate description of individuals, language conditions, symptoms, or certain groups. This study describes the use of positive politeness in speaking frankly with small talk used by the Tondano Javanese people when communicating/speaking (Ryabova, 2015; Hobjilă, 2012). The researcher describes the research results in detail according to the problem under study and describes the data based on what was found in the research. Location this research was conducted in Kampung Jawa Tondano, North Sulawesi Province. Kampung Jawa is also known as Jaton. The people of Kampung Jawa Tondano or Jaton existed or were formed as a result of the Java War, also known as the Diponogoro War (1825-1830). The Dutch government managed to capture 63 Javanese Fighters who according to the Dutch government were very dangerous, then they were exiled by the Dutch government to Minahasa which is now known as Kampung Jawa Tondano. The language used by the Javanese Tondano is a combination of the Tondano language with the Javanese language. However, not only in terms of language but also in terms of a blend of Javanese and Tondano culture.

The data collection techniques in this study were the listening, recording, and note-taking methods. The listening technique is carried out by researchers by listening to the politeness of spoken language used by the community (Van Dijk, 1985). The listening method is a method of presenting data by listening to the use of data or the use of language (Rahardi, 2005). The method used in the listening method is the tapping technique as the basis and the free-folding speaking technique as well as the note-taking technique as an advanced technique. Data collection with tapping techniques is done by listening to the use of politeness in the Javanese language of the Tondano (Jaton) community. Then continued the conversational free listening technique where the researcher was not involved in the speech, but the researcher recorded the speech used by the Tondano Javanese community (Tosun, 2006). Recording results are followed by data classification. The classification is carried out to obtain the right and careful type or type of data. Furthermore, the data can be analyzed. The data analysis technique used in this study is an interactive model analysis technique, as proposed by Milles &

Huberman (1992); which consists of 3 components of analysis, namely: data reduction, data presentation, and drawing conclusions or verification. The activities of the three components are carried out in an interactive forum with the data collection process. The informants used in this study amounted to 5 (five) people, namely 2 women and 3 men. Research informants consisted of teachers, housewives, community leaders, and religious leaders. The data used in this study is in the form of language politeness utterances used by the Tondano Javanese people in everyday life.

Data collection techniques in this study are the listening, recording, and notetaking methods (Sudaryanto, 1993). The listening technique is done by listening to the politeness of the spoken language used by the community. The listening method is a method of presenting data by listening to the use of data or the use of language (Rahardi, 2005). The method used in the listening method is the tapping technique as the basis and the free-folding speaking technique as well as the note-taking technique as an advanced technique. Data collection with tapping techniques is done by listening to the use of politeness in the Javanese language of the Tondano (Jaton) community. Then continued the conversational free listening technique where the researcher was not involved in the speech, but the researcher recorded the speech used by the Tondano Javanese community. Recording results are followed by data classification. The classification is carried out to obtain the right and careful type or type of data. Furthermore, the data can be analyzed. The data analysis technique used in this study is an interactive model analysis technique, as proposed by Milles & Huberman (1992), which consists of 3 components of analysis, namely: data reduction, data presentation, and drawing conclusions or verification. The activities of the three components are carried out in an interactive forum with the data collection process. The informants used in this study amounted to 5 (five) people, namely 2 women and 3 men. Research informants consisted of teachers, housewives, community leaders, and religious leaders. The data used in this study is in the form of language politeness utterances used by the Tondano Javanese people in everyday life.

Research Result

The positive politeness strategy is an effort made by the speaker to build a close relationship with the speech partner and maintain the positive face of the speech partner (Handley, 2009). In the speech, positive politeness strategies used include (1) giving attention and sympathy to the Speech Partner, (2) using Group Identity Markers, (3) asking for approval, (4) expressing mutual help, (5) using jokes, (6) show optimism, (7) make an offer or promise, (8) involve the Speech Partner in activities, (9) ask for reasons or ask questions, (10) give gifts. The following is an analysis of the ten strategies used by the Jaton community.

• Giving Attention and Sympathy to Speech Partners

The use of the strategy of giving attention and sympathy to the speech partner in an utterance can be seen in the data:

Maaf Megeganggu reik ure pak, toro ndek mesesoroklah lemari tii ya dalang? 'Sorry to interrupt sir, can you help me to move this cupboard inside?'

Kakak, loitku tekan reikmo tanu mekasa. Reikla tou walina mantu nyaku, koutelah kak. Satoro sileanekmi loit ndek nyaku.

Brother, now the finances are running low. No one else can help me except brother. I beg you to lend me money.

Kekek, siurangu wewene karua tuana kepande, sia mekaato juara 1 yang kelas na.

Kekek, your daughter number 2 is very smart, she won first place in her class.

In the speech above apply the Strategy of Giving Attention and Sympathy. The speaker instructs the speaker as an implication of the closeness of the speaker with the speech partner so that there is a reason for the speaker to request or order the speaker and the word "help" in the speech above causes a softening effect so that the speech seems polite.

• Use of Group Identity Markers

Speaking frankly with positive politeness in the form of revealing Group Identity is done in two ways; First, by using a form of greeting that indicates a certain group. Second, use expressions that come from certain groups as well. The use of Group Identity Markers as Positive Politeness can be seen in the following data:

Kak, endonek mi nandukyasengawokamu. 'Sorry Sis, please get the towel that is near you'.

Nekita rua marengokan mewali taape. We'll both be home together for a while'.

Dek, antar rekme barang ni makima. 'Sister, please deliver the goods, mak Ima'.

The above utterance is used in the form of greeting Sis and Dik as a marker of group identity.

1. Asking for Consent

The use of the Strategy of Asking for Consent between the Speaker and the Speech Partner is generally indicated by the expression ...yes or ...that is located at the end of the speech, such as the following data:

Farida, nyaku kineabisano bumbonan, woondo sako mee ki pasar, telesekmi ndek nyaku bumbonan, yo Farida?

'Farida, I have run out of kitchen spices, tomorrow when I go to the market, leave me to buy spices, Farida?'

Pakde, toro kan mantare nyaku woondo? antare ndek nyaku? 'Sir, can you drop me off tomorrow? please take me, will you?'

Utu, soropekme ndek meja nii! 'Utu, please move this table, please!'

Kak Ani, taape wengi tumekel waki wale, yo? 'Sis Ani, sleep at my house for a while, okay?'

• Expressing Mutual Help

Positive Politeness Strategies in the form of Expressing Mutual Help are used to soften speech such as the following data:

Dek, wuasalah piring tii, maan kakak mokan silumutuk Dek, wash this dish, and let my brother do the cooking'

The behavior of helping each other in the Positive Politeness Strategy is used to soften the speech so that it feels polite. The behavior of helping each other The speaker and the speech partner show intimacy and mutual respect.

Using Jokes

The use of humor strategies in positive politeness strategies can be seen in the following data:

Bos... Bos oto weru lei? Toro silenekmi nekei oto werumu? 'Boss... Your boss has a new car huh? Can we borrow your new car?'

 ${\it Halo \ Cantik...} lambung mutuan akemacaklei, \ paswonaksi \ Ina \ lambung munuan akemacaklei, \ paswonaksi \ paswonaksi \ Ina \ lambung munuan akemacaklei, \ paswonaksi \ paswon$

'Hi beautiful... your clothes are very nice, maybe your clothes fit Ina'.

The speaker's non-serious attitude to the speech partner in the form of greeting Boss and Hello Cantik in the above speech is a form of the speaker's joke to the speech partner. Joking can be understood as the speaker's effort to reduce the social distance between the speaker and the speech partner and cause the effect of softening the speech so that it feels polite.

• Showing Optimism

Positive Politeness Strategy in the form of being optimistic to Speech Partners can be seen in the following data:

Kumarap kasa reken supaya permohonanku toro disetujui. I really hope that my application will be approved".

Ibu, tulungnekmi ndek nyaku, loittu laker ne singga. Sileani ndek maan tutakurate pe alilah meperiksa urangku si dokter.

'Mother, help me, you have a lot of money in your savings. Lend a little for my son to see a doctor'.

The data above shows the Speaker Award to the Speaker. The speaker's appreciation for the speaker causes the effect of softening the speech so that it feels polite.

1. Making an Offer or Promise

The use of the Strategy of giving Bids or promises to Speakers can be seen in the following data:

Mbakyu, satoro sileanekme ndek loit nyaku pewewaerlah solo. Warengankumokan bulan datang saku kumaktomolah loit.

'Sister, I ask you to lend me money to pay the electricity bill, next month I will return it after I get the money'.

MakAni,loitkureikmaawes, sileani 50 ribu rupiah waerenkumokan woondo. Makasene.

'Mom Ani, I don't have enough money. Please borrow 50 thousand rupiah and I'll return it tomorrow. Thank you'

Dek, sileani ndek nyaku wir, reikpek nekatelesla. Memokan tumeles woondo wakipasar.

'Dek, lend me rice, haven't had time to buy it yet. Tomorrow to the market to buy rice'.

• Involving Speech Partners in Speaker Activities

The use of the Strategy of Involving Speech Partners in Speaker Activities is carried out to create polite communication in communication activities. In general, the Speech Partner will feel happy and appreciated. This can be seen in the following data:

Satoro, sorok tala lemari tii ya sengaoka. 'If we may, we can move this cupboard to the side'.

Kumura satu pepayangen nii payangtala rame-rame. 'How about we do this work together'.

Poppy, sawangani ndek makde mekekusikla pagar. 'Poppy, help aunty close the gate'.

The speech above shows that the Speaker invites the Speech Partner to jointly carry out the actions taken by the Speaker. The speaker's willingness to carry out activities together with the speech partner, such as the speaker's efforts to blend in or unite in one group with the speech partner so that there is a reason for the speaker to ask/order the speech partner to do something.

Giving Reason

The Use of Reasoning Strategy can be seen in the following data;

Pak, wukanelah lelowangan ya mburimu tii soalnya se mentok mee untep witu. 'Sir, please open the door behind you because the ducks want to come in there'.

Mak, nyaku mekekiwe loit paaweslah pewewaerlah se mepakyang numa, soalnya ndoitku reik maawes.

'Ma'am (Mama) I want to ask for money to be added to pay the garden workers, because I don't have enough money'.

Patuari, sawangani ndek yo, nekeite rua kua. Meangkatlah karong tii mbuter, nekou toro sumawang mangkatlah ?

Sister, please help, it's just the two of us. Want to lift a heavy sack, can you help us lift it?'

The speech above shows the Speaker trying to give a reasonable reason to the Speech Partner. The Speaker's request is deemed reasonable by the Speech Partner. The fairness of the speaker's behavior to the speech partner softens the speech so that the speech feels polite.

• Giving Gifts to Speech Partners

The use of the Strategy of Giving Gifts to Speech Partners is an attempt by the Speaker to give appreciation to the Speech Partner. The use of this strategy can be seen in the following data;

Pak Mad, reik ure, sedelo. Nyaku meleliwangtela ndek. Mekasape nyaku menero nero si Pak Mad. Pak Mad biasa to mepakyang lepo. Lepoku reikmola si mepakyang, sapaar pakyangnola lepoku waki Maruasei.

'Mr Mad, one moment, Mr Mad. I want to ask. I've been looking for dad ever since. You usually work on the rice fields, no one is working on my rice fields anymore, if you don't mind just do my rice fields in Maruasei'.

Kakak, loitku tekan reikmo tanu mekasa. Reikla tou walina mantu nyaku, koutelah kak. Satoro sileanekmi loit ndek nyaku.

'Brother, now the finances are running low. No one else can help me except brother. I beg you to lend me money'.

Discussion

Based on the results of data analysis in polite speech, not all politeness strategies offered by Brown & Levinson (1987) are used. The use of speaking frankly without further ado based on the sample data above is always followed by the Sub Strategy for Using the same Group Identity Marker in the form of kinship greetings. Nononsense Strategy utterances in the imperative form do not soften any form. While speaking frankly without further ado in the imperative form, the illocutionary illocution is softened by the use of kinship greetings. The use of kinship greeting forms such as the words *makde*, *dek* and *kak* can be understood as the speaker's attempt to identify himself as a group with the speaker.

The conclusion that can be drawn from the facts above is the more direct forms of speech strategies used. Speech situations that contain a low level of face threat are characterized as an attempt by the speaker to reduce the social distance between the speaker and the speech partner. Positive Politeness is a method used by speakers to maintain a positive face of speech partners. This needs to be done to maintain a close relationship and intimacy between the speaker and the speech partner so that the speech can run smoothly. Like the use of negative politeness strategies, the use of positive politeness strategies can also reduce the level of restriction and soften an utterance so that it becomes polite. With polite speech as stated by Brown & Levinson (1987) and Geoffrey (1993), it is hoped that speakers can avoid conflict so that the communication process can run smoothly.

The choice of language politeness strategies is strongly influenced by context, especially concerning the characteristics and backgrounds of the speech

participants and the topics discussed. In addition, the dimensions that underlie polite language behavior need to be a separate consideration for speakers. Politeness Brown & Levinson (1987) are more oriented to the dimensions of individual values while Geoffrey (1993) is more oriented to the social dimension. The purpose of speaking and acting politely is to create social harmony.

Conclusion

Based on the results of data analysis and discussion, it can be concluded that positive politeness in speaking frankly with pleasantries is widely used in speaking by the Tondano Javanese people when communicating. This is also a way of communicating speakers to speech partners so that the speech used is more polite and positive politeness is used by the speaker to maintain a positive face of the speech partner, to maintain a close relationship between the speaker and the speech partner. In this study, 10 ways were found by the speaker to the speech partner so that the communication between the two speech actors was smooth in speaking and this was the speaker's way to maintain the positive face of the speech partner; namely 1) paying attention, 2) using Group Identity, 3) asking for approval, 4) repeating speech, 5) using jokes, 6) showing optimism, 7) making offers or promises, 8) involving speech partners in activities, 9) asking reasons/ask questions, 10) give gifts. These strategies are used in speech situations when the interlocutor is lower or equal in power to the speaker, and the relationship between them is familiar. So there is awareness of the speaker keeping the face of the speech partner so that the harmony of the relationship can be maintained.

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