



Politeness Strategy of Request in Traditional Market

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ABSTRACT

This study aimed at analyzing the kind politeness strategy in request which represented in Traditional Market. The descriptive qualitative method used to gain the findings of the data itself. From the findings, 11 requests from 7 speakers have been analyzed. And from those, 21 requests filtered through transcribing the event. Of all 21 requests, it was found that there were 2 politeness strategies used, they were Bald-On record 32 (32%), and Positive Politeness 11 (1,21%) and off-Record 16 (5,6%). Later on, the positive politeness

was the dominant type of politeness since the traditional market was a full of bargaining, the using of positive politeness would be found in many ways. The instrument of this study was recording the event and transcribing them into list. And from that list, the categorization would be easy to extract the data. Thus the writer found that positive politeness that used also similar to another local traditional market.

Keywords:

Politeness Strategy, Requests, Traditional Market

INTRODUCTION

Human and language is a unity that could not be separated. Language used by human beings to communicate among one another. By the use of the language in their daily lives, they can express their emotions, views and others. Without the use of language, it seems impossible for people to interact and communicate with others. Wang (2010) states that speakers have to be able to choose various communicative strategies to maintain a good relationship between both interlocutors and they also need to apply strategies to construct a good conversation.

In this case, pragmatics as a scientific study of meaning, known as the tool to expand the knowledge of the understanding of individual's meaning. Pragmatics is a subfield of linguistic which includes various concepts such as, speech act theory, talk in interaction, and conversational implicature and studies the ways in which context contributes to meaning. Pragmatic language skills are important for developing relationships with others, and for communicating with a range of interlocutors in a variety of contexts. Pragmatic studies show the transmission of meaning depends not only on the linguistic knowledge of

the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intention of the speaker, and so on. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time of an utterance.

Pragmatics as a social interaction based learning, throughout speech acts, grammar, lexico process, politeness theory learned. To which way the expressions represent one's intentions. These strategies are also known as politeness strategies. Mills (2003) states that politeness is the expression of the speaker's intention to represented by face threats carried by certain face threatening acts toward another. Another definition is a magnet of social skills whose goal is to ensure the hearer feels, understanding, or confirms in a social interaction. Being polite therefore consists of attempting to save face for another. When somebody tries to have a polite conversation, he or she also has to pay attention to the hearer's feeling.

The unspoken and spoken behaviors of individual that convey politeness strongly based on culture. One of the easiest ways to inadvertently cause offense is either to violate a cultural norm or to fail to follow one of society's rules of polite behaviors. Many people assume or comment that politeness is universal. It means that if we act politely based on our understanding of what is polite, people in other cultures will understand the attempt. Generally, this assumption may be true if people from different culture take time to learn the specific cultural ideas of politeness that vary between cultures.

In Indonesia there are quite number of specific rules or strategies that people should be sure to know about and to follow. One of the most important ways of expressing politeness is reflected in the ways of addressing people. Linguistic and cultural diversity in Indonesia provides different ways off addressing people that make people have to be careful of using forms of address to a particular person and in a particular situation. Although Indonesia has successfully implemented language planning, in which *bahasa Indonesia* has been adopted as the national language, this does not mean that people all over the country use the same standard forms in addressing people. What might appear in Indonesian textbooks are the standard forms of address.

Same as Holmes' statement (1995) that when people try to be polite, it means that they want to express respect towards the person they are talking to and avoid offending that person. Hence, it is not only important to speak well in terms of linguistics, but also important to think about other's feeling. Petrickova (2012) states that the importance of

being polite is caused by the content of conversation, since often what needs to be communicated is unpleasant and threatening to the hearer.

The social interaction occurs in every layer of human being from time to time. It starts with a small tribe, village, town, city, civilization, to the biggest country need social interaction. The main topic of this study is *Mandailing* tribe centered in South *Tapaneli* of North Sumatera, Indonesia. This tribe has different complex structural system, from blood line, lineage, language, literature, social system, culture, and arts from most of *Batak and Melayu* tribes. Every tribe or culture has its own identity as a group in which differs from other tribe, so that from this identity it can be identify as one group that different from one another.

This special character of every tribe can be seen in custom events that held even if one small group migrate from its original regency. Koentjaraningrat (2009) states that tribe is a group of people which bounded by conscientiousness and identity of one culture, law, unity and language. From many events, marriage almost represents all cultural identity. From its attributes, clothes, dance, ceremony, wedding code, and all the implementation from low to high society class inside this group.

The politeness strategy is chosen as the study because in sociolinguistics and conversation analysis (CA), politeness strategies are speech acts that express concern for others in particular social contexts, including between sellers and buyers in traditional market. This research are to describe the forms of speech acts and to show the most dominant speech act and the reasons of its use and to describe and define the politeness principle found in the goods sale and purchase process at traditional market.

METHOD

This research conducted by using descriptive qualitative method. This research has been conducted by using descriptive *Marelan* traditional market which is located on *Jalan Marelan Raya Pasar 5*, Medan *Marelan* District. Most of the population in this sub-district is from immigrant tribes, while the original tribe of the Deli Malay Tribe is only 30%.

RESULTS

Types of Politeness Strategies found in Traditional Market

The data collected has been classified into types of politeness strategies based on Brown and Levinson Theory. It was found that they were *Bald-On* with the amount of 11 which is 32% and Positive Politeness Strategy with 11 which is 1,21%. Both were the only types which found from the traditional market. It could be seen in the table below.

Table 1. Politeness Strategy Amounts and Percentages

No.	Politeness Strategies	Amounts and Percentages
1.	Bald-On Record	32 (32%)
2.	Positive Politeness	11 (1,21%)
3.	Negative Politeness	16 (2,56%)
4.	Off-Record	0 (0%)
Total		100%

DISCUSSIONS

The study was aimed to find out the types of the politeness strategy that occurred in traditional market. The realization centered from the event itself and the speakers. The requests were the keys in this study. While the politeness strategy as the main theory involved to those requests. In this study, there were 59 utterances spoken in traditional market. From those 11 utterances, 59 requests filtered. The categorization of that 59 requests limited to Bald-on record (32) and Positive Politeness (11).

CONCLUSIONS

The data found were 59 utterances of 6 speakers in in traditional market. from that utterances, there were 59 utterances spoken in traditional market. From those 11 utterances, 59 requests filtered. The categorization of 59 requests limited to Bald-on record (32) and Positive Politeness (11).

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