Politeness in the Contemporary Perspective

Eny Nur Aisyah
Department of Early Childhood Education
State University of Malang, Indonesia
eny.nur.fip@um.ac.id

Hardika
Department of Nonformal Education
State University of Malang, Indonesia
hardika.fip @um.ac.id

Abstract: The purpose of this study is to determine the politeness view across academic community consisting of lecturers, students and education personnel in higher education to build a conductive climate in the academic world. This research uses descriptive qualitative method with descriptive analysis to find differences in politeness perceptions. The results of the study show a change in dress and language among academics. The diversity of perceptions that change requires contact in order to avoid misunderstandings in building communication during the learning process on campus.

Keywords: politeness, contemporary, perspective, contemporary perspective

I. INTRODUCTION

The description of the diversity of people in the global era of the world market has changed the readiness of the environment to accept changes in behavior and existing rules. The neglect of politeness values as part of a positive culture to build a civilization of a group of people in a social environment, is eliminated by the inability to maintain the continuity of politeness' as a means of unifying the group. Massive immigration in the fields of economics, human resources, culture and also the perspective in a colony resulted in a shift in perceptions of politeness values in the civilization of human life history.

Prerequisites for human life, so people call politeness. This is because in politeness contains agreements between other people in socializing in a community. Behavior, speech and how to dress become an agreed part of the community to regulate its cultural sustainability. All human activities in the form of gestures are bound in a code of ethics / manners. Manners behave, communicate and dress. In the etiquette, the slightest movement has various rules and meanings according to the agreed understanding.

The occurrence of a change of way in implementing etiquette finally raises a common understanding, which if there is a difference in understanding and implementation will have fatal consequences in building a social environment. The upheaval of modernity, free markets and also cultural expansion through digital technology occupy politeness in a different paradigm, departing from the past and present.

The development of modernity that is increasingly advanced, without being balanced by continuing to cultivate values that have long been practiced by the Indonesian nation makes the generation that is increasingly here (the present generation) experiencing degradation politeness. Although the ability of a tradition to change is part of the markers of the movement of life and the development of knowledge, but politeness is not a standardized knowledge and cannot be interpreted constantly and continuously.

Decency is minimal stagnation in its implementation because politeness is part of the driving force of human social activities that gets a lot of influence from changes in customs and culture that enter and develop. However, ethics remains one of the main keys to one's acceptance of life in their social environment. So that humans must be able to adjust to manners or ethics that have taken place, exist and develop in a group of living humans.

Ethics is a part of philosophy that includes living well, being a good person, doing well and wanting good things in life. Ethics, like the method of philosophy, contains deliberations and explicit arguments to justify certain actions (practical ethics) also discusses principles governing the ideal human character or the code of ethics of certain professions (normative ethics) [1]. The term ethics itself comes from the French language that is Etiquette which means a good relationship between humans or rules / provisions that determine good behavior in relationships with others.

Terms that is commensurate with ethics such as manners, courtesy, norms of courtesy, good conduct, good and pleasant behavior. The word etiquette comes from the word Tata which means custom rules or norms, while the word *krama* means manners, behavior, actions and deeds, while the word association shows human relations with other humans. Thus the understanding of ethics and social manners means manners or courtesy among human beings.

Culpaper states that politeness in the sense subsumes notions such as good manners, social etiquette, social graces and minding your *ps* and *qs* [2]. This understanding means that politeness is something that can be felt, can be classified as good behavior, having manners / social etiquette, having good social behavior and having positive thinking. Modesty cannot be taught only with just one time, but politeness must be taught through repeated habituation so that what you want to instill in each individual can be achieved.

Sifiano states mentions several things that can be categorized as good speakers, namely consideration of other people feelings by conforming to social norms and expectations [3]. These norms include the use of standard forms such as sorry in appropriate situations, requests rather than demands for people to do things for you and the display of good manners.

Based on Sifiano's opinion it is clear that to be a polite speaker in accordance with the present era, a speaker needs to consider the feelings of his opponent's speech so that he will not hurt his opponent's speech.

If in the past students or students, students were subject to obedience to the teacher, perhaps at this time the reality was different. If there is a Javanese slogan stating that the teacher is someone who is innocent and imitated or in the sense that the Indonesian teacher is a person who must be exemplified by his attitude and nature, now the teacher's existence has become neglected. The teacher is no longer respected by students. Neither is life in college, where the presence of lecturers seems to no longer be honored by students.

A conductive education environment in learning is the hope of all people, for a conductive educational environment is not an easy thing. Learning systems that tend to be only face-to-face and material delivery are almost no longer needed by students and students. Children who are currently studying are children in the millennial phase. The millennial phase itself is a phase of children who are currently between 18-30 years old, which currently millennial generation is enjoying all the ease of access to unlimited information.

The ease of access to unlimited information without being balanced with cultural filtering and information that enters causes a shift in values that has been upheld by the Indonesian people. Students, who are actually agents of change or in the sense of being a driver of change for a better Indonesia, are in fact currently drifting along with the globalization currents that support them. The ease offered by technology today tends to make students become antipathy to printed literacy such as books in the library. Students today tend to like learning online, such as through e-books. If students are not able to keep up with the flow of the times, students will also be left behind to access the information obtained.

The process of filtering or filtering information and foreign culture needs to be done by each student. Students this year are a class of students in the age range entering the millennial generation. This generation tends to like instant things and practicality. Learning the values of politeness needs to be continuously taught for the current generation so that deviations in politeness can be overcome. The lecturer or teaching environment does not just remain silent with the rapidly changing technology, lecturers must be able to master technology information quickly or be left behind. If in the past learning was carried out face-to-face, then lecturers and students can do online learning or e-learning.

The bad impact of this online learning unintentionally makes students actually underestimate the meaning of learning that is as appropriate. Another consequence, because of the lack of direct interaction between students and lecturers also resulted in politeness and politeness values that should be owned by students just faded away. The creation of a conducive and comfortable learning environment for all parties needs to be done so that people who learn in

it can develop their potential well. Creating a learning environment certainly must uphold the values that are ingrained as a characteristic of Indonesian people themselves, namely politeness values. This politeness value gradually sinks, so it needs to be revived so that the current generation can learn and interpret politeness as part of the attitude and behavior that are important to have.

II. METHODS

This study aims to describe in depth the views of the academic community about the meaning of politeness in the present era in the campus of the State University of Malang. The meaning of politeness in this study focused on aspects of dress code and communication interaction between campus residents. The type of research used is qualitative with a phenomenological approach. The research subjects consisted of students, lecturers and education personnel.

Data is extracted using in-depth interview techniques, participatory and non-participatory observation, and documentation studies. Data were analyzed by interactive analysis techniques, with data collecting activities, data displays, data reduction, verification, and conclusion [4]. The results of data analysis are presented in the form of narrative descriptions in depth, supplemented by quantitative data that is able to support the meaningfulness and accuracy of research results.

III. RESULTS

The modern world now comes from European modernization triggered by the scientific revolution. Since time immemorial humans have tried to exploit nature for their lives. The current technological advancements are based on refined previous discoveries. Humans consciously have the desire to develop and advance. The inventions in the field of technology continue to be carried out in order to achieve practicality of life. Technological progress has brought people to a higher level of civilization.

This higher civilization encourages technological sophistication that makes it easy for humans to access information. Existing discoveries, some of which are based on knowledge of the causes of occurrence, but some are not based but can be felt to benefit. The history of human travel records the discovery of civilizations in various parts of the world that are at the center of technology shifts. At present it is realized or not has brought a path to modernization, which is following the sequences experienced by developed countries.

Technological advancements that are not accompanied by good and correct information sorting will be able to undermine the values upheld by the people themselves. The ease offered by technology seems to wash away the current generation to always rely on technology. As a result the interaction between others is neglected. In the past when I wanted to meet someone who had to meet face to face directly, it was replaced by features like video calls or Skype. Decency is an important thing to be re-upheld as a

form that humans can humanize humans. Decency is a regulatory factor that keeps people from being pleasant and can be accepted in their social groups.

Changes in views of politeness in the current generation and many were caused by several things; including: (1) currently the world is entering a digital era where all information media can be accessed quickly and unlimited. If the current generation cannot sort out the information that deserves to be taken or not, then the current generation will consciously follow a new culture that is developing; (2) a paradigm shift in the meaning of life where people today tend to spell lifestyles more than the meaning of life itself, the community is currently competing to become a society that tends to be consumptive and hedonistic; and (3) change in behavior as a result of modernization. Modernization besides having a positive impact also gave birth to a negative impact. This can be examined from the existence of modernization, bringing people today into individuals who are individualistic and anti-social. If in the past, people preferred living in groups, it would be different from the current state of society.

A conductive educational environment will affect the development of the potential that students want to develop [8]. Environment is everything that stimulates individuals, so individuals are involved and influence their development. The education environment can determine the formation of students' character. If the educational environment that is formed has a good and conducive learning climate, the characteristics of students will also be good. But it is different if the educational environment is not conducive, the existing teaching and learning process will not produce anything.

Yuka, said that very few students seem to know or can use it. In Japan, where education is prioritized but in fact there are not many students who know about politeness strategies wake up in the classroom [5]. Decency is an important concern for countries, because society that upholds politeness is an indication of a good country. The concept of politeness itself adopted from the concepts of Brown and Levinson whose theories were published in 1978. The concept of politeness that is built in the educational environment seeks to restore the shift in politeness values that consist of modesty in dress, politeness, attitude and politeness. During this time, students tend to ignore this politeness due to the development of the digital era in Indonesia which has plagued it ambiguously.

Brown and Levinson in Kitamura explain four politeness strategies that can be applied by a speaker or speaker, namely: (1) Bald On Record Strategy which is a strategy where speakers can say what they are and without further ado; (2) Positive Politeness Strategy namely the strategy used to shows an affinity to the opponent's speech, (3) Negative Politeness Strategy that assumes that the speaker is most likely to give a burden or disturbance to the speech opponent after entering the conversation area; and (4) Off record Politeness Strategy that is to realize in a disguised way and not describe the clear intention of the

communication [6]. Brown and Levinson interpret politeness as an act that considers the feelings of others who are concerned with positive face (positive face) which is the desire to be recognized and negative face (negative face) which is the desire not to be disturbed and free from burdens [7].

Language politeness is a topic that is often discussed by experts at this time. According to Yuk, the strategy in building good communication in the school environment is important to learn early [5]. This is an effort to anticipate the shift in politeness values that have occurred. Correspondingly Brown and Levinson say that "politeness works consist of two parts. Tea first parts are their fundamental theory concerning the nature of politeness, and how it functions in interactions. The second part is a list of politeness strategies with examples from three languages: English, Tzeltal and Tamil [6].

Based on the above explanation, it can be synthesized that at this time (millennial generation) there has been a shift in politeness values, especially in the educational environment where politeness has become a great value in the past, but now the value of politeness is in crisis and almost neglected. As a result, students or students currently have difficulty sorting out the western culture that comes in so that in the educational environment there is a shift in politeness values which include politeness in speaking and communicating students to lecturers and education personnel, shifting the way of dressing students more openly than student's ancient era.

IV. DISCUSSION

At present Indonesia is faced with internal and external problems arising from advances in technology, social change and cultural changes that have an impact on various advances and developments in the field of education. Progress and development in the field of education for a country is a success factor for a nation. Europe and America are one example of success in the field of education which is a role model in every issue of education.

This shift in politeness values in the millennial generation does not occur suddenly. The factor of modernization contributes very much, so there are irregularities in the values of politeness that have been carried out by the predecessor generation. Technological sophistication facilitates access to information that will quickly bring the current generation less able to apply politeness values.

In the 21st century, education is at a period of knowledge with the acceleration of an extraordinary increase in knowledge. The acceleration of increasing this knowledge is supported by extraordinary knowledge. Style of activity at the time of knowledge must be adjusted to the needs of the knowledge period [7]. Changes in the transition from industrial society to a knowledge-based society influence several aspects of both culture and education. Education as part of an effort to improve the level of welfare of human life is part of national development. The changes that currently occur need to be faced in the reform era and the process of globalization also affects life so that a

directed education is needed. Changes in the mindset of human life have an influence on governance and ethics that have been upheld by the community.

The entry of a new culture in the educational environment without any screening process first causes the waning of existing politeness values. Language politeness is an important thing to communicate with other people, but this tends to be overlooked by students at this time they are more likely to ignore the rules of politeness that apply and the flexibility of communicating is a priority with the principle of equality without seeing the other person in terms of age, place, or strata. Dressing politeness that is no longer considered by students is an important part that needs to be redefined how to dress accordingly in the educational environment

V. CONCLUSION

Education plays a very important role in the survival of a nation's life. The selection of educational environment that is conducive and appropriate can make people in the environment feel at home to carry out learning activities. The climate of an educational environment that is adapted to cultural values and adapted to the times that are growing at this time can make students and lecturers receive the progress that has taken place.

The politeness inequality that occurs both in terms of how to speak and dress with lecturers and education personnel needs to be given a bridging bridge so that inequality is not increasingly becoming a difference that is increasingly tapering and finding the best way to interact socially. Cultural filtering into the country also needs to be done so that students as future generations can still preserve the culture of the Indonesian nation which has been its identity.

REFERENCES

[1] Robert C. Solomon. 1984. *Ethics*: *A Brief Introduction*. Pennsylvania State University: McGraw-Hill Publisher.

[2] Culpaper, Jonathan. 2011. *Politeness and Impoliteness*. Vol 5. 391-436. Berlin: Mouton De Gruyter (Online).

[3] Haugh, Michael. 2012. *He Discursive Challenge to Politeness Research*: *An Interactional Alternative*. Retrieved June 7, 2018, from https://core.ac.uk/download/pdf/143881116.pdf.

[4] Huberman, M. A., & Miles, M.B. 1998. *Qualitative Data Analysis*. New York: Sage Publications Inc.

[5] Yuka, Akutsu. 2009. *Positive Politeness Strategies in Oral Communication Textbooks*. Japan: Takasaki City University.

[6] Kitamura, Nariko. 2000. *Adapting Brown and Levinson's Politeness Theory to the Analysis of Casual Conversation*, Conference of The Australian Linguistic Society.

[7] Wijaya, Etistika Yuni. 2006. *Transformation of 21st Century Education as Demands for Human Resource Development in the Global Era*. Malang: State University of Malang.

[8] Mulyani. 2016. *Realization of Character Education through Teacher's Language Speaking in Learning in the Classroom*.