

The Principles of Cooperation and Politeness In Zulkifli Muhamad Ali's Sermon

Siti Nur Farahin^{1,*} Ermanto¹

¹ Indonesian Language Education Study Program, FBS Universitas Negeri Padang, Padang, Sumatra Barat 25131, Indonesia

² Indonesian Literature, FBS Universitas Negeri Padang, Padang, Sumatra Barat 25131, Indonesia

*Corresponding author. Email: sitinurfarahin142@gmail.com

ABSTRACT

This paper tries to explain and analyze the principles of cooperation and politeness in Ustaz Zulkifli Muhamad Ali's religious lectures. The purpose of this research is to explain the speech form of Ustaz Zulkifli Muhamad Ali based on the Grice cooperation principle and the Leech politeness principle. This type of research is descriptive qualitative research. The result of this research is the discovery of the Grice cooperation principle and the Leech politeness principle. The Grice cooperation principle consists of the maxim of quality, quantity, relevance, and implementation or method. The principle of Leech politeness consists of the maxim of wisdom, generosity, appreciation, humility, consensus and sympathy.

Keywords: *speech act, Grice cooperation principle, Leech politeness principle*

1. INTRODUCTION

A communication will run effectively when the use of language is appropriate between the speaker and the speech partner. Language is used as a medium in delivering communication, so that the function and purpose of the conversation will go well. Language is also used in various kinds of human activities, such as religious lecture activities delivered by Ustaz Zulkifli Muhamad Ali to speech partners in the Taklim Assembly activities. The speech delivered by Ustaz Zulkifli Muhamad Ali as a speaker to the Jama'ah as speech partners, of course shows a form of cooperation. This form of collaboration is carried out so that the goals in communication run well. In addition, in order to achieve the common goal of communication, speech must use clear, polite and considerate language.

The study of speech acts in a language is studied in the field of pragmatics. According to Sudiara [1] states that, the essence of a language will not work as expected between the two speakers without an understanding of pragmatics, namely the use of language in communication. This is in line with the opinion of Yule [2] that pragmatics is the study of the meaning conveyed by speakers and interpreted by readers and listeners. Pragmatics relates to a specific purpose in an event of communication between speakers and speech partners so that it runs smoothly. In addition, the use of good, regular and clear language tends to show the speaker's personality and vice versa. All utterances delivered by speech partner speakers are studied in pragmatics regarding the principles of cooperation and the principles of politeness in a speech.

Grice in Wijana [3] and Rahardi [4] argue that, in the principle of cooperation there are four conversational maxims that speakers must know and obey, namely, (1) the maxim of quantity requires each speaker to contribute as much as possible needed by the interlocutor. A speaker can provide enough relative, adequate and informative information to the interlocutor. The information provided must not exceed the information required by the speech partner. Speech that contains information that is not needed by the speech partner will allow the maxim of quantity in the principle of cooperation, (2) the maxim of quality, this maxim requires that speech participants expected to be able to convey real information and in accordance with the actual facts in the narrative event or say something based on evidence-clear evidence, (3) maxim of relevance, speakers make relevant contributions to the problem being discussed (speech topic). In the maxim of relevance it is stated that in order to establish good cooperation so that the goals between the speaker and the speech partner can be achieved, they should make a relevant contribution to something that is being discussed, (4) the maxim of implementation, this maxim requires that speech participants be able to speak directly, clearly, not vague, devoid of ambiguity and not exaggeration. So, it is not misleading and does not cause misunderstanding for the speech partners. People who speak without paying attention to this can violate the principle of cooperation in the maxims of implementation.

A speech activity that is carried out between speakers and speech partners must have the same concept and knowledge base. This is needed so that the message conveyed can run well and get the desired information. Leech [5] argues about the principle of politeness in

language, namely, (1) the maxim of wisdom, which is based of the main idea in relation to the principle of politeness is that speakers should obey the principle to always reduce their own benefits and maximize the benefits of others in speak Rahardi[4], speech that is conveyed indirectly will be more polite when compared to direct speech, (2) the maxim of generosity, speakers should respect others. This respectful attitude will occur if the speaker can rreduce benefits for himself and maximize benefits for other parties [6] Tarigan, (3) the maxim of appreciation is expected that other people can be considered polite if in speaking they always try to give appreciation to other parties, by reducing insults to others, not mocking, and demeaning others. This is in line with the opinion of Wijana [3], (4) the maxims of simplicity, according to Rahardi [4], suggesting that speakers are expected to be humble by reducing praise for themselves. Speakers who always praise and give priority to their speech partners in communication events will violate the maxim of simplicity, (5) the maxim of consensus or what is called the maxim of conformity, in this maxim the speaker and speech partner can build compatibility or agreement in speaking activities. The maxim of suitability outlines that each speaker and speech partner maximizes the compatibility between them and minimizes the incompatibility between the two Wijana, [3], (6) sympathy maxims, it is hoped that the speech participants, both speakers and speech partners, can maximize sympathy between one party to another. The antipathy attitude generated by a speaker will lead to acts of disrespect and violation of these maxims Leech, [5].

Communication activities that are often carried out by speakers and speech partners in everyday life are one of the most important aspects of carrying out various kinds of activities. Every speech delivered by speakers and speech partners contains the principles of cooperation and the principle of politeness so that communication runs well and smoothly. One of them is in a religious lecture conducted by Ustaz Zulkifli Muhamad Ali to speech partners who show various types of cooperation principles and the principles of politeness. Based on the description above, the researcher is interested in conducting research on the utterances delivered by Ustaz Zulkifli Muhamad Ali and seeing how the language used when communicating is able to influence his speech partners.

In connection with the research to be carried out, other research related to the principle of cooperation and the principle of politeness has also been carried out by several other researchers. Thus, the researchers found several references related to research being carried out at this time, including, Zamzani, et al [7], Febriadina, et al [8], Pradana (2019) the results of their research are utterances delivered by speakers to speech partners who must pay attention to several aspects of communication, such as the use of sentences so that words do not occur, and the ineffectiveness of sentences so that speech partners get the information they want. The principle of cooperation and politeness is a cultural phenomenon that often occurs. So, what is considered polite by the speaker is not necessarily polite in front of the speech partner. The goal in

communicating language politeness is to make the atmosphere of the interaction more pleasant, not to threaten the face of speakers and speech partners and to run effectively. This is also in line with research conducted by Saefudin (2017), the results of this study as a form of cooperation and courtesy that can occur anywhere, both in speech containing questions, gratitude, requests, invitations, offers, information and so on. The various forms and types of speech are influenced by several factors, including factors of speakers, speech partners, subject matter, place, atmosphere and purpose of the speech.

Based on the research of Yahdi, et al [9] and Herniti, et al [10], speech in a communication must pay attention to some maxims of politeness and cooperation. Because it greatly affects the course of communication events well, as well as the information obtained and needed by the speech partner. If the speaker is too excessive in providing the information needed by the speech partner, there will be a violation of the maxims of speech in communication. This agrees with Rashid, et al [11] and Nugraheni [9], that in the principle of cooperation and politeness there can be violations of maxims both by speakers and speech partners. So that communication does not go well and smoothly. This must be avoided by both of them, in order to benefit both parties. Some of the research that has been done before is different from the research that will be done at this time. Because this study examines different objects of study, namely the utterances of Ustaz Zulkifli Muhamad Ali in direct religious lectures. This research was conducted because every speech that is delivered must contain the principles of cooperation and respective politeness by choosing the right diction when communicating with speech partners.

2. METHOD

This research uses descriptive qualitative research methods by describing and presenting research data obtained factually and accurately, both written and oral from people with observed behavior, [11], the selection with this type of qualitative research is in accordance with the data obtained in the form of words in the video lecture of Ustaz Zulkifli Muhamad Ali on Youtube. The method used is descriptive method and the data in the study were all forms of speech delivered by Ustaz Zulkifli Muhamad Ali in the Youtube video.

Data collection techniques in this study were carried out by using the technique of engaging free listening, recording techniques, and note taking techniques. This is done so that the data obtained is clear and accurate. Data analysis was performed after the video was transcribed. The data analysis technique consists of four steps. First, identification of data, namely data that has been transcribed is read back repeatedly, then signs and names the data in accordance with the form of speech on the principle of cooperation and the principle of politeness. Second, classify the research data, namely after the data is

identified. Then classified based on the form of the Grice cooperation principle and the Leech politeness principle. Third, interpreting the data, namely the speech interpreted its meaning and explained based on the speech principle of cooperation and the principle of politeness. Fourth, make conclusions about the data that has been analyzed. The presentation of this data analysis used a descriptive method, namely by formulating the data in the form of words and not in the form of numbers.

3. FINDINGS AND DISCUSSION

In the religious lecture delivered by Ustaz Zulkifli Muhamad Ali, it was found a form of use of the Grice cooperation principle and the Leech politeness principle which will be described as follows.

3.1. Grice Cooperation Principles

Grice in Rahardi [4] argues that in a conversation implicature consists of the principle of cooperation with four conversational maxims namely, the maxim of quality, quantity, relevance and implementation or method. The following is an analysis of the form of Grice's cooperation principles found in the utterance of Ustaz Zulkifli Muhamad Ali in the Youtube religious lecture video. The principle of cooperation found in Ustaz Zulkifli Muhamad Ali's utterances consists of maxim of quality speech, maxim of quantity speech, maxim of relevance and maxim of implementation or method. This is also supported by research that has been done before, that in every speech delivered by speech partner speakers must pay attention to several conversational maxims so as not to violate the principle of cooperation so that communication runs well and smoothly in accordance with the function and purpose of communication [12].

3.1.1 Maxim of Quality

Maxim of quality is the principle of cooperation in the form of informative answers or in the form of answers that are certain, real and in accordance with actual facts. As in the following speech.

"Sekarang Raja Salman, orang terkuat yang selama ini membantengi dan melindungi dirinya adalah Mayor Jendral Abdul Aziz Al-Faqhor, yang baru saja dibunuh pada tanggal 28 September kemaren hari sabtu." (V₁, T₆)

"Now King Salman, the strongest person who has shielded and protected himself is Major General Abdul Aziz Al-Faqhor, who was just killed on September 28 yesterday Saturday." (V₁, T₆)

Speech (V₁, T₆) is a form of speech with the principle of maximizing quality cooperation. Because Ustaz Zulkifli Muhamad Ali provided information to speech partners with definite and real answers, by saying that those who had just been killed on September 28 yesterday were Saturday, this is one of the facts of the actual events

conveyed by speech partner speakers about an incident or event. This is also in line with previous research, so that the information obtained by speech partners is as expected. Speakers should say something with definite answers and in accordance with actual facts [9].

When a speaker conveys something that is not sure about the veracity of the speech partner and is not supported by concrete data and cannot be accounted for, there will be a violation of the principle of cooperation in maximizing quality. Like the utterance delivered by Ustaz Zulkifli Muhamad Ali which shows a violation of the maxims of quality, namely.

"Nah, ada 3 orang pangeran yang menunggu-nunggu kematian sang raja..." (V₂, T₁₁)

"Well, there are 3 prince who are waiting for the death of the king..." (V₂, T₁₁)

The speech (V₂, T₁₁) violates the principle of maximizing quality cooperation because it states something that is not yet clear and is not based on actual facts. Speech delivered by speech partner speakers is information that has never happened and cannot be accounted for.

3.1.2 Maxim of Quantity

The form of Ustaz Zulkifli Muhamad Ali's speech in the principle of maximizing quantity cooperation is in the form of an uncertain speech. This maxim requires speakers to provide complete information needed by speech partners [13]. As in the following speech.

"Bilgath telah menyebutkan kepada kita bahwa bersiap-siaplah menuju kepada kehancuran ekonomi global yang menjadikan uang tidak lagi ada nilainya negara manapun akan merasakan dampak yang sangat mengerikan akibat kehancuran ekonomi global ini." (V₁, T₃₀)

"Bilgaths has mentioned to us that be ready to go to a global economic collapse that makes money worthless. Any country will feel the terrible impact of this global economic collapse." (V₁, T₃₀)

In speech (V₁, T₃₀) is a form of speech with a maximal quantity. This is because speakers seem to exaggerate the utterances that are conveyed, with answers to events that are still uncertain. Apart from that, the speakers also said that money has no value anymore, any country will feel a very terrible impact, the speaker said this very clearly. Even though the things conveyed by the speakers are uncertain. This opinion is in line with the research conducted by Herniti, et al [10], which states that the speech delivered must pay attention to the context in communication, especially in providing information on speech partners. The information submitted must be sufficient, adequate and as informative as possible. So that it does not exceed the actual information that is being needed by the speech partner. If the information conveyed seems excessive, the speaker or speech partner will violate the maximal quantity.

3.1.3 Maximum Relevance

According to Wijana [3], the maxim of relevance is the maxim conveyed by the speaker with relevant or related communication events discussed with the speech partner, which is contained in the following quote.

“Siapa dia? Presiden persatuan ulama seluruh dunia yaitu, Profesor Dokter Yusuf Al-Qardhawi.” (V₂, T₃₈)

“Who is she? President of the association of scholars around the world, namely, Professor Dokter Yusuf Al-Qardhawi.” (V₂, T₃₈)

Speech (V₂, T₃₈) indicates a relationship or contribution in the form of questions with answers conveyed by the speaker to the speech partners. The speech in the question is conveyed in the form of interrogative sentences, this is a form of conveying information, including the speech delivered by Ustaz Zulkifli Muhamad Ali. However if the speech delivered by the speaker is not appropriate or relevant, then the speaker violates the maxim of relevance. Politeness in communication must pay attention to the context and topic being discussed. If speakers and speech partners do not match the topic being discussed, then a communication that is not relevant or related will occur. This raises the principle of violating the maxim of politeness and relevance. Based on Nugraheni’s research (2015), the speech delivered by both parties must be relevant by having the same background knowledge of the topic being discussed. The goal is that speakers and speech partners get the information they need.

3.1.4 Maxim of Implementation or Means

The maxim of implementation or method is the maxim in which the speech participants speak directly, clearly, not obscurely and does not contain ambiguous sentences. So that it is not misleading and does not cause misunderstanding for the speech partners. When delivering a speech, a speaker must not praise himself or boast himself excessively, because it can violate the maxims of implementation or that method [3], as in the following speech.

“Jangan habis belanja emas foto pula emas. Sebarkan digrub kajian Usma tadi sudah saya mulai beli emas.” (V₁, T₂₇)

“Don’t run out of shopping for gold, photos of gold too. Share in the Usma study group, I started buying gold.” (V₁, T₂₇)

In the speech (V₁, T₂₇) shows the maximal implementation or method in the form of direct speech and does not contain ambiguous meanings. This speech is a method conveyed by Ustaz Zulkifli Muhamad Ali as a speaker to his speech partners, this is intended so as not to be misleading and not to cause misunderstanding for his partners.

3.2. Principles of Leech Courtesy

The principle of politeness was first coined by Leech to complement the principle of cooperation, because of the difficulties that arise as a result of applying the principle. The principle of politeness consists of six maxims, namely

the maxim of wisdom, generosity, appreciation, simplicity, consensus and the maxim of sympathy [5]. The following is an explanation of the principle of Leech’s politeness in Ustaz Zulkifli Muhamad Ali’s religious lecture on Youtube.

3.2.1 Maxim of Wisdom

Maxim of wisdom is one of the principles of Leech’s politeness, where speakers should reduce speech that causes harm to other parties and maximize the benefits of other parties in speaking [5]. As in the following speech.

“Mohon maaf ya pak, buk di Madinatul Munawarah sudah diadakan konser musik, di Madinatul Munawarah. Laki-laki dan wanita habis-habisan, para petinggi-petingginya tidak malu-malu mencekek botol-botol minuman keras kelas dunia, Madinatul Munawarah.” (V₂, T₅₇)

“Sorry sir, not at Madinatul Munawarah, a music concert has been held, at Madinatul Munawarah. All-out men and women, high-rangking officials are not shy about strangling bottles of world-class liquor, Madinatul Munawarah.” (V₂, T₅₇)

The speech (V₂, T₅₇) shows the wisdom maxim of the utterance delivered by Ustaz Zulkifli Muhamad Ali, because the speech contains the word apologize. Based on research (Zamzani, et al, 2011), the maxim of wisdom in a speech can avoid jealousy, envy or any less polite attitudes towards speech partners. Usually in the maxim of wisdom contains the words, apologize, thank you, please, reprimand, invite and order, so as to create a polite impression on speakers and speech partners.

A. The Maxim of Generosity

Based on the opinion of Leech (1993, p. 206), the maxim of generosity is a maxim that balances the losses and benefits of oneself as a speaker, and maximizes the benefits of others. In the speech delivered by Ustaz Zulkifli Muhamad Ali in religious lectures on Youtube, there are data on the maxims of generosity, among others.

“Lihat saja, jika ini benar-benar terjadi. Maka sah, dan jika belum terjadi kita berlapang dada. Kita senang dan bangga, kita sujud syukur dan kita diberi oleh Allah kelapangan dan kesempatan lagi kedepan. Jika tidak terjadi bersyukur kita sama-sama.” (V₁, T₁₈)

“See, if this really happens. Then, it’s legal, and if it hasn’t happened we are tolerant. We are happy and proud, we bow down in gratitude and we are given by God more space and opportunities in the future. If it doesn’t happen, we should be grateful.” (V₁, T₁₈)

Speech data (V₁, T₁₈) is a form of maxim of generosity utterance delivered by Ustaz Zulkifli Muhamad Ali directly to speech partners. In the the speech, the speakers both invited to always be generous and grateful for all kinds of opportunities that have been given by Allah SWT. This is in line with research conducted by Aditiawarman and Elba, [14] that speech in the maxim of wisdom can

occur if the speaker reduces or is able to balance speech that can benefit themselves and maximize the benefits of other parties. Speech delivered by speakers can be in the form of offering actions, behavior, refusing and accepting an offer from someone.

3.2.2 Maxim of Appreciation or Praise

Speech which is considered a maxims of appreciation or praise is speech that is able to reduce expressions of humiliation of other parties, and can maximize the appreciation or praise of the speech partner by stating expressions of praise or appreciation. This agrees with Rashid, et al, [15] that the principle of politeness pays close attention to every speech delivered by speech partner speakers by paying attention to the context of the conversation. Speakers must not belittle or embarrass their speech partners in front of other parties, as in the following speech.

“Orang ini Mayjen Aziz Al-Faqhor, ini adalah orang terkuat. James Bondnya abad ke-20 paling pintar, jenius, loyal dengan keluarga kerajaan dan beliau telah ditembak.” (V₁, T₇)

“This person is Major General Abdul Aziz Al-Faqhor, this is the strongest person. His 20th century James Bond was the smartest, genius, loyal to the royal family and he’s been shot.” (V₁, T₇)

Speech (V₁, T₇) shows that the speaker praises and appreciates the other party in front of the speech partner. Speakers say the strongest man and his James Bond of the 20th century, the smartest, the genius and the loyal. The sentence is a form of appreciation or praise conveyed by the speaker, by maximizing respect for other parties and reducing expressions that disparage the other party in front of the speech partner.

3.2.3 Maxim of Humility

The maxim of humility is speech that reduces or minimizes self-praise, or minimizes expressions of neither praising nor accentuating oneself as a speaker. Based on research Yahdi, et al, [16], the maxims of humility in conversational speech will violate the maxims if the speaker always praises and accentuates himself in front of the speech partner. Speech, as in the following speech.

“Hanya sedikit gambaran dari saya yang bodoh dan lemah ini.” (V₁, T₁₂)

“Just a little picture of this stupid and weak me.” (V₁, T₁₂)

Speech (V₁, T₁₂) contains the utterance form of the maxims of humility. Because the speaker says that he is stupid and weak in front of the speech partner. Even though the speaker was a famous Ustaz who memorized the Al-Quran and other Hadiths. This speech is speech that minimizes self-praise or maximizes speech that doesn’t praise yourself according to Leech’s theory [5].

3.2.4 Maxim of Consensus

In the maxim of consensus between speakers and speech partners can build mutual compatibility or a consensus in

telling activities. Speakers are required to reduce disagreement between themselves and other parties, and maximize disclosure of agreement between themselves and that party. In the speech delivered by Ustaz Zulkifli Muhamad Ali, research data was found in the form of a maxim on the consensus of Leech’s politeness principles, including.

“Saya tidak bisa memastikan, dan saya sangat setuju dengan usaha Rahmat Baequni beliau berharap seandainya memang takdir Allah Habibana Rizieq tidak bisa kembali ke Indonesia, padahal perjuangannya beliau, kerinduan beliau, keinginan besar beliau yang mengorbankan apapun untuk kembali tetapi tetap saja bertahan di Arab Saudi hari ini.” (V₂, T₄₇)

“I can’t be sure and I really agree with Rahmat Baequni’s efforts, he hopes that if it is indeed the destiny of Allah Habibana Rizieq cannot return to Indonesia even though his struggle, his longing, his great desire is to sacrifice anything to return but still survive in Saudi Arabia today.” (V₂, T₄₇)

In speech (V₂, T₄₇) the speaker builds a match or agreement with the speech partner. The speech shows that speakers and speech partners both express a form of agreement between themselves and the other party. This can also be seen in the use of the sentence. And I strongly agree with Rahmat Baequni’s efforts the sentence expresses the speaker’s agreement to the other party. This is consistent with the theory used by Leech [5].

3.2.5 Maxim of Sympathy

The maxim of sympathy requires speakers to minimize feelings of sympathy and reduce feelings of antipathy towards others. This is done so that the speech participants, both speakers and speech partners, can maximize their sympathy. Because the presence of antipathy generated by speakers and speech partners will make these actions impolite by violating maxims Leech, [5], among other.

“Apakah Raja Salman meninggal dunia atau tidak tapi kita berdoa pada Allah semoga Allah jaga wali Allah yang satu ini.” (V₁, T₁₇)

“Did King Salman die or not, but we pray to Allah that God will guard this one guardian of Allah.” (V₁, T₁₇)

Speech (V₁, T₁₇) is a form of speech with the principle of sincerity maximal politeness. The speech expresses the form of sympathy conveyed by the speaker towards the other party directly. The speaker revealed that the other party should always be guarded by Allah and together invite the speech partners to always pray to Allah. This is a form of concern expressed by speakers to other parties directly in front of their speech partners, so that communication runs well and Based on the analysis of the topic of the principle of cooperation and the principle of politeness, it resulted in the use of speech principles of cooperation more than the principle of politeness. In the religious lecture delivered by Ustaz Zulkifli Muhamad

Ali, he used maxim of quality in communicating with speech partners. Maxim of quality requires speakers and speech partners to convey real information in accordance with the actual fact in an event with clear evidence Rahardi, [4].

The use of the maxim of quality in the speech delivery of Ustaz Zulkifli Muhamad Ali is based on the source of evidence from the Al-Quran and Hadith. Therefore, all information conveyed to speech partners is in accordance with clear facts and evidences. The use of the principle of cooperation and the smoothly.

Principle of politeness is always found in both oral and written speech. This principle is contained in every speech uttered by a speaker. This is in accordance with the basic analysis of the principles of cooperation and politeness, namely studying every meaning conveyed by the speaker and interpreted by the speech partner, so that communication events run well and smoothly.

4. CONCLUSION

Based on the research that has been done, it was found research data on the principle of Grice's cooperation and the principle of Leech's politeness from the utterances delivered by Ustaz Zulkifli Muhamad Ali in religious lectures on Youtube with your forms of maxim of cooperation principles, namely, maxim of quality, quantity, relevance and implementation or way. In addition, research data on the principle of Leech politeness were also found in every utterance delivered by Ustaz Zulkifli Muhamad Ali, with six maxim of politeness principles, among others, the maxim of wisdom, generosity, respect, simplicity, approval and sympathy.

The uniqueness of the utterances delivered by Ustaz Zulkifli Muhamad Ali is very diverse. Starting from the level of refinement, courtesy, and disrespect for using different languages. The use of speech which includes every maxim in the principles of cooperation and the principle of politeness. Many of these two topics can be found in expressions which are expressed in various everyday languages. Even though this research is only in the form of cooperation and politeness principles, it can have a big impact on the theoretical field and language teaching. The theoretical implication is that it can expand knowledge about the principles of cooperation and politeness in every speech. For teaching, the implications that are obtained are as study material in making a new study on the principles of cooperation and politeness and can be used as a research reference.

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