



Pseudo Politeness Strategies in the 2024 Indonesian Presidential and Vice Presidential Candidate Debate Discourse and Their Implications as Teaching Material for Argumentation Texts in High Schools

Evelin Puspa Anjari*, Harun Joko Prayitno

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

* a310210075@student.ums.ac.id

Abstract. This research aims to analyze the pseudo-politeness strategies used in the debate discourse of the Indonesian Presidential and Vice Presidential Candidates in 2024 and identify the implications of the pseudo-politeness strategy analysis for the development of argumentative text teaching materials in high schools. The focus of this research is the use of positive politeness strategies. This type of research is descriptive qualitative. This research data is in the form of images of YouTube video shows of debates between Indonesian Presidential Candidates and Vice Presidential Candidates in 2024. Research data was taken from video shows of debates by Indonesian Presidential Candidates and Vice Presidential Candidates in 2024 which were uploaded to YouTube using the Listen and Note technique. Next, the data was analyzed using the Brown & Levinson model. Based on the results of data analysis, eight positive politeness strategies were found, namely (1) Showing optimism, (2) Giving attention and sympathy to the speech partner, (3) Using group identity markers, (4) Repeating statements, (5) Using jokes, (6) Making an offer or promise, (7) Asking for approval, and (8) Asking for reasons or asking questions.

Keywords: false politeness, positive politeness, argumentative text

1 Introduction

Politeness in language can influence how the person we are talking to responds to us. The better the way we speak, the greater the appreciation we receive from the person we are talking to. Mental, physical and social abilities are three fundamental skills that interact with each other. Indicators of mental ability include the use of a variety of vocabulary, forming grammatical sentences, conveying propositions correctly, and eliminating irrelevant elements. In addition, this mental ability is important for determining how to communicate during a conversation.

A person's physical abilities are their ability to use their bodies in interactions. When speaking, a person often unconsciously makes movements aimed at helping other people understand what they are saying. Many people tend to use the speaker's facial expressions as a method to convince other people about what they are saying [1].

Social skills are an important aspect of conversation, including a person's ability to follow or adapt to applicable social rules, which are essential for maintaining harmonious relationships between participants in the interaction. These social rules

include the ability to adapt to other people, work together, be friendly, be part of a family, and various other aspects [1]

Language politeness usually involves three rules that need to be followed so that our speech sounds polite to the listener and to reduce or eliminate threats to the image of the interlocutor [2] [3]. "Therefore, researchers focus on pseudo-politeness strategies in the debate between Indonesian Presidential Candidates and Vice Presidential Candidates in 2024." Brown & Levinson (1978) put forward a different theory of politeness which is considered universal. This theory focuses on two main aspects, namely 'rationality' and 'face' or 'face' (face), which consists of two types of desires: Positive Face (positive face) and Negative Face (negative face). Positive Face reflects a person's desire to gain appreciation or recognition from their community, while Negative Face reflects a person's desire to avoid being disturbed or interfered with in their authority. Positive Face is related to Positive Politeness, which is a speaking strategy that emphasizes closeness, familiarity, and harmonious relationships between the parties involved in the conversation Negative Politeness, namely a speaking strategy that reflects differences in social distance between the parties involved in the conversation" (Scollon & Scollon, 1995, hereinafter referred to as S&S).

Brown and Levinson (1987:69) suggest that when carrying out potentially face-threatening actions (FTA), a person can choose from the following five strategies: (1) speak directly without making small talk (bald on record), (2) use positive politeness approach, (3) using a negative politeness approach (4) behaving indirectly or implicitly (off record), and (5) not taking action at all or only speaking silently.

Language has the power to change human thought patterns, influence thoughts, and even damage a person's way of thinking, thus making it a tool of political control. This is the reason why people often use language for personal interests, for example when arguing with opponents. This is done as a persuasive strategy to gain support from the public. Various language techniques that are often used by candidates to win debates include the use of satire and sarcasm. Satire and sarcasm are two types of satire. The difference is that satire is subtle satire, delivered indirectly, with the aim of providing criticism or correcting the weaknesses of the person being satirized. Meanwhile, sarcasm is strong satire delivered directly, so it tends to offend and hurt the feelings of the person who hears it. Usage The language of satire and sarcasm in politics can give rise to various interpretations of meaning for other people [4].

Debate is a formal process that involves two or more parties to convey their arguments regarding a particular issue or topic. The purpose of debate is to "present opposing or different views in a systematic and logical manner, with the intention of convincing the audience or audience of the validity of the arguments presented. Debate is often used in education, politics, and various public forums as a means to test ideas and encourage deeper understanding of important issues. According to [4], debate can also be interpreted as an argument between individuals or groups to win one side.

The aim of the political debate between Presidential Candidates and Vice Presidential Candidates is to gain support from the Indonesian people. Apart from that, politeness strategies in language are very crucial for candidates. Politeness in language helps Presidential Candidates and Vice Presidential Candidates build a positive image in the eyes of the public, creating the impression of leaders who are polite, respectful of others, and have high ethics, which is important for gaining public trust and support. A debate is a discussion between two or more people with different views, in which the

participants often attack each other. According to [5], emotional elements play a very dominant role in debates. Participants are generally more focused on defending their own opinions and less open to other people's views, so the atmosphere becomes tense and it is difficult to create harmonious discussions. Each participant tends to pay more attention to their own opinions and tries to get others to agree with their views, which leads to an element of coercion [4]

The quality of debates presented to the public is still inadequate to be used as learning material. This can be seen from the debates broadcast on television and social media, both by politicians and the general public. Often, the debate displays unrelated information or manipulates data to support the argument. In fact, in a debate, someone should use arguments that are supported by valid sources or data [5]. An effective debate should have quality content, be based on facts, and be structured logically so that the arguments presented can be easily accepted by the opponents of the debate. This view is in line with the opinions of [5] who emphasize that debates must be based on problem analysis and accompanied by input and opinions. Reasonable and logical in defending decisions. Therefore, it can be concluded that debates should be based on arguments supported by data in order to strengthen the statements made.

At the debate between the presidential and vice presidential candidates, the public as potential voters certainly pay attention to how the prospective leaders communicate. The debate showed how the presidential candidates communicated politely when conveying their vision and mission, answering questions from the moderator or debate opponents, as well as responding to and criticizing the issues discussed. Lack of implementation of politeness strategies that include positive and negative faces can result in many misunderstandings, both in informal and formal debates, including debates between presidential and vice presidential candidates. Political debates between presidential candidates which are currently broadcast openly can also be watched by students [5]. As potential voters, the public pays attention to how prospective leaders communicate during the Presidential and Vice Presidential Candidate debates. This debate also shows how the presidential candidates speak politely when conveying their vision and mission, answering questions, and criticizing and discussing existing issues.

Argumentation is an opinion expressed with the aim of influencing other people. Basically, argumentation is a form of discourse that involves the relationship between the form of speech and the consistency of meaning. Apart from that, discourse in this case, arguments need to be adapted to the context and social environment [6]. The presidential and vice presidential candidate debates are concrete examples of real-life argumentation practice, providing relevant context for students to understand how to construct and convey arguments in important and influential situations. Thus, this research aims to analyze the use of pseudo-politeness strategies in the 2024 Indonesian Presidential and Vice Presidential Candidate debates and identify their impact on the development of argumentative text teaching materials in high schools.

2 Method

This research is included in the qualitative descriptive research category. Qualitative descriptive research uses words and sentences as a form of data. In qualitative research, the data collection process takes place simultaneously with data

analysis. Qualitative analysis focuses on providing meaning, description, clarification, and placing data in context, often presented in the form of words rather than numbers [7].

The focus of this research is a video of the debate between the 2024 Indonesian Presidential and Vice Presidential candidates published on YouTube. The data analyzed in this research is qualitative data, namely words and sentences that describe the pseudo-politeness strategies contained in the debate video. The data collection technique applied is the note-taking technique, because the object of this research is the words and sentences in the debate video of the 2024 Indonesian Presidential and Vice Presidential candidates.

The listening technique is a method used to collect data by paying attention to how language is used. This method is used to observe written language that reflects false politeness in the 2024 Indonesian Presidential and Vice Presidential candidate debate videos published on YouTube. The note-taking method is a way to record data that has been collected. In this context, the note-taking method is used to record words or sentences that show pseudo-politeness strategies in the debate video. After the data is collected, the next stage is to analyze the data using Brown & Levinson's theory, which emphasizes the positive and negative faces of the speaker. The data that has been collected is then analyzed descriptively according to Brown & Levinson's theoretical model.

Example of data analysis!

Use of positive politeness strategies

1. Show optimism

The use of the strategy of showing optimism to the interlocutor in the 2024 Indonesian Presidential candidate debate video can be seen in the following data:



Data image 1



Data image 2

Speech :

Data image 1 : *"Saya tidak takut tidak punya jabatan, Mas Anies. Sorry ye"* ("I am not afraid of not having a stance, Mr. Anies. Sorry.")

Data image 2 : *"Kami tidak pernah ragu, kami tidak pernah abu-abu. Oleh karena itu, kami mengklarifikasi pertanyaan oleh calon nomor urut 2, karena kami tidak pernah menunda-nunda pekerjaan."* ("We never hesitate, we are never gray. Therefore, we clarify the question by candidate number 2, because we never delay work.")

1. Data number 1 shows Pak Prabowo's optimism, who is not crazy about office, so if he loses or doesn't hold a position in politics, it won't be a problem for Pak Prabowo.

2. Data number 2 shows the optimism of Presidential Candidate pair number 3, namely Ganjar-Mahfud. "Mr Ganjar Pranowo stated that Presidential candidate number 3 is always confident and never procrastinates on his duties.

Both data show a positive politeness strategy. The positive politeness strategy here is conveyed using language that contains sarcasm (pseudo-politeness), but the purpose of this speech is the desire to always receive appreciation or attention from the public

3. Result and Discussion

In the context of political debate, especially in the discourse on the 2024 Indonesian Presidential Candidate and Vice Presidential Candidate debate, pseudo-politeness strategies are often applied to influence public opinion and gain superiority in political competition. This strategy involves using language that is polite and respectful of the person you are talking to but actually aims to attack or demean the opponent.

Positive politeness strategies are speakers' efforts to establish closeness with their speech partners and maintain a positive face. In the debate discourse for the 2024 Indonesian Presidential and Vice Presidential candidates, positive politeness strategies used include (1) showing attention and sympathy to the interlocutor, (2) using group identity markers, (3) asking for approval, (4) repeating statements, (5) using jokes, (6) showing optimism, (7) making offers or promises, and (8) asking for reasons or asking questions. Each use of strategy is explained as follows :

1. Showing Attention and Sympathy to Your Speech Partner



Data image 3

Presidential Candidate number 2, Mr. Ganjar Pranowo, showed concern and sympathy for his interlocutors in the 2024 Presidential Candidate debate. Mr. Ganjar Pranowo said *"Terima kasih, jadi menggunakan teknologi yang sudah disampaikan Mas Anis sudah betul, rupanya kita sama pada soal itu."* ("Thank you, so using the technology that Mas Anis has conveyed is correct, apparently we are the same on that matter.") These remarks prove Mr. Ganjar's sympathy, who shares the same opinion as Mr. Anies Baswedan.

2. Using Group Identity Markers

The following data illustrates the application of markers indicating group identity as part of a positive politeness strategy. Marking group identity is carried out using two methods: first, by using special greetings that identify a particular group, and second, by using unique terms originating from that group.



Data image 4

During the 2024 Presidential Candidate debate, Mr. Ganjar Pranowo used group identity markers as evidenced by his speech *"Ada Ibu Sinta yang ketika menyampaikan pendapat berurusan dengan aparat keamanan"* ("There is Mrs. Sinta who, when expressing her opinion, had to deal with security forces.") These remarks include using group identity markers, namely the greeting Mrs. Sinta.

3. Request Approval

The strategy of asking for approval in the 2024 Presidential Candidate debate is implemented by directly asking for approval using the words 'yes' or 'agree'. This strategy can be seen in the following data :



Data image 5

During the 2024 Presidential Candidate debate, Mr. Ganjar Pranowo, candidate number 3, was seen asking for approval from Presidential Candidate number 2 and Presidential Candidate number 3. This was proven by his remarks like this

“Pertanyaan saya simple saja, apakah Bapak setuju dengan model dialog yang saya tawarkan itu?” (“My question is simple, do you agree with the dialogue model that I am offering?”)



Data image 6

Vice Presidential Candidate number 3, Mr. Mahfud MD, also delivered a speech containing a request for approval in the 2024 Vice Presidential Candidate debate. This was proven by his statement asking for approval from Mr. Muhaimin as Vice Presidential Candidate number 1 with the statement *“Apakah Pak Muhaimin setuju bahwa kita telah gagal menghentikan kerusakan hutan?”* (*“Does Mr. Muhaimin agree that we have failed to stop forest destruction?”*)

4. Repeating Statements

Repeating statements is done to maintain the continuity of the conversation. In the debate between Presidential Candidates and Vice Presidential Candidates for Indonesia in 2024, there were several examples of repeated statements. Here is an example:



Data image 7

During the 2024 Vice Presidential Candidate debate, speech was found that contained repeated speech. This is proven by the speech of Vice Presidential Candidate number 3, namely *“Pertanyaan yang kayak gitu tuh recehan, recehan. Oleh sebab itu, tidak layak untuk dijawab.”* (*“Questions like that are small change, small change. Therefore, they are not worth answering.”*) The word change was conveyed twice by Prof. Mahfud, so it could be said to be a repetition of speech.



Data image 8

Repeating speech was also found in the 2024 Presidential Candidates debate. During the debate Mr Prabowo said “*Mas Anies, Mas Anies. Saya berpendapat eee...Mas Anies ini agak berlebihan, Mas Anies mengeluh demokrasi ini dan itu....*” (“*Mr. Anies, Mr. Anies. I think that... Mr. Anies is a bit excessive, Mr. Anies complains about democracy this and that....*”) Pak Prabowo said the greeting “Mas Anies” repeatedly.

5. Using Jokes

Joking in a debate aims to show self-confidence and the ability to control the atmosphere, which can increase their credibility in the eyes of the audience. Appropriate jokes can be used to subtly weaken an opponent's argument without causing direct confrontation, by laughing at or belittling the points made by the opponent.



Data image 9

During the 2024 Vice Presidential Candidates debate, several jokes were found. An example of this can be seen in the statement made by Vice Presidential Candidate number 2, namely Mr. Gibran Rakabuming Raka. The joke is that “*Saya lagi mencari-cari jawaban Prof Mahfud, saya nyari dimana ini jawabannya kok nggak nemu jawabannya.*” (“*I'm looking for Prof. Mahfud's answer, I'm looking for this answer everywhere but I can't find it.*”) These remarks include jokes but also include laughing at or belittling the other person's opinion.



Data image 10

Vice Presidential Candidate number 2, Mr. Gibran Rakabuming Raka, also used jokes in the 2024 Vice Presidential Candidates debate. The joke was conveyed to his interlocutor, namely Mr. Muhaimin, with the words *“Nah, gitu dong Gus, jangan terlalu tegang seperti debat Cawapres yang pertama kemarin.”* (*“Well, that's it Gus, don't be too tense like the first Vice Presidential debate yesterday.”*) This includes jokes aimed at lightening the mood and also includes jokes to increase self-confidence.

6. Showing Optimism

This strategy of showing optimism aims to prove the positive face of the interlocutor, this can be seen in the data below:



Data image 11

In the 2024 Presidential Candidates debate, several statements were found that proved optimism. The purpose of showing optimism is to build audience trust. Apart from that, it also gives hope and encouragement to the audience to support the ideas conveyed. In the 2024 Presidential Candidate debate, Mr Prabowo showed his optimism with his speech *“Saya tidak takut tidak punya jabatan Mas Anies, Sorry ye..sorry ye”* (*“I'm not afraid of not having a position, Mr. Anies. Sorry, ye.. sorry, ye”*.) These remarks made by Pak Prabowo show that Pak Prabowo is not crazy about his position, so if he loses or does not occupy a position in politics it will not be a problem for Pak Prabowo.



Data image 12

Apart from Pak Prabowo, Presidential Candidate number 3, namely Mr. Ganjar Pranowo, also showed his optimism with his remarks. *“Kami tidak pernah ragu, kami tidak pernah abu-abu. Oleh karena itu, kami mengklarifikasi pertanyaan oleh Calon nomor urut 2, karena kami tidak pernah menunda-nunda pekerjaan.”* (Mr. Ganjar's words conveyed the intention that *"We never hesitate, we are never gray. Therefore, we clarify the question by Candidate number 2, because we never delay work."*) Presidential candidate number 3 would never hesitate and never procrastinate on work.

7. Making an Offer or Promise

Making offers or promises in a debate aims to attract support from the audience, as well as to build credibility. Offers or promises were found in the 2024 Presidential and Vice Presidential Candidate debates, as seen in the following data :



Data image 13

In the debate for the 2024 Indonesian Vice Presidential Candidates, Mr. Gibran Rakabuming Raka stated *“Oleh karena itu, anggaran desa akan ditingkatkan sesuai fiskal dana dalam negeri”* (*"Therefore, the village budget will be increased in accordance with domestic fiscal funds."*) This statement was an offer in his work program that attracted support from the audience.



Data image 14

Making offers or promises also appeared in the 2024 Indonesian Presidential Candidate debate, as shown by Mr. Prabowo Subianto's statement as Presidential Candidate number 1. His words were *"Manakala saya menerima mandat dari rakyat, saya akan memperbaiki kualitas hidup semua hakim-hakim di Republik Indonesia, semua penegak hukum akan saya perbaiki kualitas hidupnya, gajinya....."* ("When I receive a mandate from the people, I will improve the quality of life of all judges in the Republic of Indonesia, I will improve the quality of life of all law enforcers, their salaries...") These statements contain offers or promises to attract support from the audience.

8. Asking for Reasons or Questions

Requests for reasons or questions can also be found in the 2024 Indonesian Presidential Candidate debate. Asking for reasons or questions aims to gain information from the interlocutor, as well as to find out the interlocutor's weaknesses. The following data was found on the 2024 Indonesian Presidential Debate Candidates:



Data image 15

During the 2024 Indonesian Presidential Candidate debate, Mr Prabowo asked questions to Presidential Candidates number 1 and 3. The questions were: *"Bagaimana pemikiran Bapak untuk mengatasi pengangguran yang masih banyak terutama lulusan sekolah yang belum tertampung. Mungkin pengalaman Bapak dapat memberi pencerahan kepada kami."* ("What are your thoughts on overcoming the high number of unemployed, especially school graduates who have not been accommodated? Maybe your experience can enlighten us.") These

questions aim to dig up information about the debater and to find out their weaknesses.

The use of polite language in the 2024 Indonesian Presidential and Vice Presidential Candidates debate, which is broadcast on television and YouTube, allows interaction between the moderator and debate participants to run smoothly. Leech's view states that the use of polite language can avoid conflict during social interactions, because politeness aims to reduce tension and maintain respect [7].

Analysis of data from the 2024 Indonesian Presidential Candidate and Vice Presidential Candidate debate video uploaded on YouTube shows that not all politeness strategies proposed by Brown and Levinson are implemented. In the debate video, eight forms of positive politeness were found, namely: (1) Showing optimism, (2) Showing attention and sympathy to the speaker, (3) Using group identity markers, (4) Repeating statements, (5) Using jokes, (6) Making offers or promises, (7) Asking for approval, and (8) Asking for reasons or asking questions.

Speakers apply positive politeness strategies to maintain a positive face with their speech partners. This strategy aims to maintain the relationship and closeness between the speaker and the speech partner so that the discussion can take place well. According to the views of [8], positive politeness is expected to be able to prevent conflict during interactions, so that communication continues politely.

The strategy for choosing language politeness is greatly influenced by the situation, including how the interaction takes place and the topics discussed in the debate. Speakers need to consider the factors that encourage good language behavior. According to [9], politeness places more emphasis on the values of individual freedom, while Leech (1993) focuses more on social aspects. The purpose of communicating and acting politely is to build social harmony. Researchers fully agree with [10] [11] [12], who added a divine aspect to polite language, stating that speakers must be aware of their responsibility to God for all their words and actions.

The use of pseudo-politeness strategies in the 2024 Indonesian Presidential and Vice Presidential Candidate debates can have a significant impact on the dynamics and results of the debate. False politeness can affect public perception, relationships between candidates, and the focus of debate. This term refers to the use of language that appears polite but is actually intended to insult, belittle, or undermine an opponent. False politeness can influence the audience's perception of the candidate. If the candidate uses these strategies successfully, they may be considered intelligent, tactical, or decisive. However, there is a possibility that they are also manipulative or dishonest. Public perception of candidates who use false politeness depends greatly on how and where the politeness is used. Debate can change from a formal and civilized atmosphere to a more tense or confrontational one with false politeness. This can trigger emotional reactions from both debaters and the audience, diverting attention from the important issues being discussed.

Ultimately, false politeness can influence the outcome of a debate in terms of who is deemed to have "won" by the media and the public. Candidates who successfully use these tactics to maintain or improve their image can gain advantages in opinion polls or public perception. However, this strategy can backfire on the candidate if it is deemed excessive or unethical. Teaching materials can be expanded to include arguments about ethics. Political debates can use pseudo-politeness to show that arguments can be presented in a way that appears polite but actually contains hidden

innuendo or criticism. This may encourage students to think critically about when and how to argue morally, as well as recognize and respond to false politeness.

Students must be guided to be able to argue healthily and constructively, both in class and in everyday life. Teaching materials can emphasize the importance of maintaining politeness and honesty in arguments and avoiding actions that could mislead the audience. Students can improve critical thinking skills by learning pseudo-politeness and similar tactics. They can gain the ability to not only understand the content of an argument, but also to assess the goals and tactics used to achieve them. This will help students become smarter readers, writers and speakers who are aware of different aspects of language.

4 Conclusion

Data analysis shows that pseudo-politeness strategies are used by speakers to insinuate, weaken mentally, and deceive the interlocutor with the aim of influencing them without appearing aggressive and still appearing polite. In the 2024 Indonesian Presidential and Vice Presidential Candidate debate discourse uploaded on YouTube, eight forms of positive politeness were found, namely: (1) Showing optimism, (2) Showing concern and sympathy for the speech partner, (3) Using group identity markers, (4) Repeating statements, (5) Using jokes, (6) Making offers or promises, (7) Asking for approval, and (8) Asking for reasons or asking questions. Political debates use pseudo-politeness to show that arguments can be presented in a way that appears polite but actually contains hidden insinuations or criticism. This may encourage students to think critically about when and how to argue morally, as well as recognize and respond to false politeness. So, students must be guided to be able to argue healthily and constructively, both in class and in everyday life.

Authors' Contributions

The author has played an active role in every stage of preparing this article, starting from initial research, data collection, analysis, to preparing the final manuscript. In the research process, the author is responsible for the formulation of research questions, selection of methodology, and data analysis. The author also conducted an in-depth literature review to support the arguments presented in the article. In addition, the author drafted and revised the manuscript carefully, ensuring that all information was presented clearly and accurately. Every input from colleagues and editors has also been carefully considered in the revision process to produce quality and relevant articles.

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