

Violation of Maxim Principles by Politicians in the Discourse of Jakarta Election 2017 at Online Portal News

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Abstract-The Jakarta Election 2017 was a phenomenal political event from many perspectives including in aspect of language use as political tool. Therefore, this study aimed to reveal violations of the principle of politeness in the speech of politicians and their implicatures on the political discourse of Jakarta Election in online news portal. This research used a qualitative approach with descriptive method. Analyzing data was conducted by applied Miles and Huberman approach with three stages: reducing data, presenting data, and drawing conclusions. The results showed that politicians are dominant in violating the principle of politeness with 'high potential' to threaten the face of the hearers or the intended parties. Violations of the principle of politeness occurred in six maxims. Maxim of praise was the most dominant and the least violated was the maxim of generosity and inferiority. The enormous occurrence of maxim violation resulted in the act of speech becoming 'unpolite'.

Keywords-principles of politeness; speech acts; political discourse Political

I. INTRODUCTION

The 2017 Jakarta Elections became the most controversial regional elections as Agustina (2017, p. 130) claimed; there are four things underlying the problems as stated in the following. **Firstly**, although DKI Jakarta is just one of the provinces in Indonesia, but DKI Jakarta is also the capital city of Indonesia and the gateway of Indonesia. **Secondly**, the Jakarta Election is allegedly loaded with the political interests of two major groups, which are the supporter of the government and the opposite side or contrary to the government, each with its supporting parties. **Third**, one of the candidates of governor and also the person who governed at that time, was involved in a SARA case that sparked a prolonged polemic, not only in Jakarta but also in other parts of Indonesia region. **Fourth**, based on some experts' estimation, Jakarta Election is a determinant barometer of political temperature of Indonesia. One of the causes of such problems occurs because the uses of language are widely misused by the parties involved in Jakarta Election; one of them is the politician.

Politicians are one group of people who are expected to communicate with polite because basically human life is never separated from politics. Thus, it can be said that politicians are role models for society. Furthermore, politicians are identical to someone who is capable of using words in public with the aim of criticizing, advising, suggesting, refuting, blaming, justifying, attacking, persuading, and seducing. The use of the language politicians use to achieve these goals varies. However, not a few of the politicians who violate the maxims in the principle of politeness, resulting in the speech is not polite.

This is also evidenced from some research results, as performed by Yasmeeen & Akram (2014) in Pakistan. The results suggest that Pakistani politicians use offensive language. This means not paying attention to the face and self-image of the said partner; Arif (2015) in Indonesia; Setyawan (2015) in Indonesia; Nisa (2016) in Indonesia; Luthfiyanti (2017) in Indonesia; Wulandari (2017) in Indonesia. *First*, Arif (2015) conducted research on politeness politicians in the Talk Show event. The results showed that of the six prism of politeness Leech most often violated by politicians in the talk show is maxim of mercy and maxim of compatibility. *Second*, Setyawan (2015) examines the principles of decency in political meetings. From the research, it can be seen that when the situation of political discussion, politicians sometimes very violate the principles of decency or in other words using the principle of irreverence. *Thirdly*, Luthfiyanti (2017) studied language courtesy in the Indonesian TV Lawyers Club (ILC) show on tvone. The results show that there are six forms of violation of the principle of politeness in the event of ILC. *Fourth*, Wulandari (2017) conducts research on the politeness of language in political humor discourse on Pilpers 2014 inaccount *twitter @CapresJokes*. From the research results can be seen that there are compliance and violation of the principle of politeness, namely the three types of maximal application of politeness such as maxim of wisdom, maxim of conclusions, and maxim of humility. Meanwhile, the maximal courtesy violation includes maximal wisdom violations, maxim acceptance, maxim of generosity, maxim of humility, maxim of suitability, and maxim of inferiority.

From various research results, it can be concluded that there are still many politicians who do not adhere to the principle of politeness when speaking with partners said. This is also triggered by the increasingly liberal press freedom in Indonesia since the reform era (Ardianto & Erdinaya, 2004, p. 155). This condition is in harmony with research

conducted by Peterson (2015) in India on the press and democracy. Such facts occurred in the 2017 election of DKI Jakarta, which according to Agustina (2017 p. 130) is the most phenomenal and controversial elections because it is not only loaded with political content but also has implications for the use of language as its political means.

Based on this phenomenon, the question of this research is "How is the form of violation of the politeness politicians principle in political discourse of elections of DKI Jakarta 2017 in news portal *online*?". Based on the research questions, the purpose of this study is to "represent a form of violation of the politeness of politicians principle in political discourse of elections of DKI Jakarta 2017 in news portal *online*". To dissect the data, used the theory of politeness brought by Leech (1993), Brown and Levinson (1987), Yule (2003), and (Blum-Kulka (Amir and Manaf: 2015).

II. METHODS

This research applied a qualitative-descriptive method, which is a method that aims to describe clearly about the object under study, and describes the data as a whole, systematic, and accurate. In this case, the researcher as a key instrument; the technique of collecting data was done in combination; the analysis is inductive; and the result of the research emphasizes the meaning of *generalization* (Sugiyono, 2009, p.28; Sudaryanto, 1993, p. 62). The procedures taken using these following steps; *First*, data collection. The data of this research was the speech of politicians in political discourse election of DKI Jakarta 2017 at online news portal which sourced from *Detik.com*, *Kompas.com*, *Vivanews*, *Rakyat Merdeka* and *Liputan 6.com*. The data were taken arbitrarily from January to April 2017. Data collection was using documentation techniques. Furthermore, the data were classified based on criteria that indicate a speech that does not comply with the maxims in the principle of politeness. *Second*, data analysis. The classified data were processed by using Miles and Huberman approaches within three stages: reducing data, presenting data, and drawing conclusions.

III. FINDING AND DISCUSSION

Based on the identification of data in accordance with the proposed problem, it is obtained the data classification of violation of politeness politicians principle in political discourse of DKI Regional Head election 2017 as shown in the following table.

Table 1
Representation of Violations Principle of Politeness
in the Discourse of Jakarta Election in Mass Media

Principle of	
Behavior	Violation
Policy	10
Generosity	3
Praise	53
Humility	7
Agreement	21
Conclusion	3
Total	97

Based on the table, it can be concluded from 97 data, divided into six forms of violation principle of aiding, namely **wisdom** (15), **generosity** (16), **praise** (17), **humility** (18), **consensus** (19), and **conclusions** (20).

Maxim Wisdom

The principle of politeness that does not comply with the maxims of wisdom is seen in the following speech.

1. "And the **government does not have to intervene** better to take care of bigger affairs, let politics run in accordance with existing rules," he concluded (RM10, E: 30/03/2017).
2. "Most of the supporters of Anies, but not a few also **make Anies as a way to defeat Ahok**. From the survey results, data that have negative electoral effects on Ahok is still large," said Denny (DT21, D: 19/04/2017).

In speech (1), the speaker is not obeying the maxim of wisdom because his speech gives a loss to the intended party. It is seen in the use of sentences *government do not participate intervene*. In that sentence, speakers forbid the government not to interfere in its affairs. Furthermore, in speech (2) also seen speakers are very detrimental to the party in question. This is because the speaker said that the intended party is the source of the defeat of Ahok. It is seen in the use of the sentence to *make Anies as a way to defeat Ahok*.

Maxim Generosity

The principle of politeness that does not comply with the maxim of generosity is seen in the following speech.

3. **"But Iis a lie or a hoax'm** telling you this, and I do not know if it's true or not, **I do not want to be consumed,**" said Djarot (VN5, DJ: 24/02/2017)
4. "I believe this in every region so **I asked the authorities to reveal everything, who printed it, who ordered it, and who financed it, because it clearly harms us,**" said Taufik (VN4, T: 14/02/2017).

Spout (64), the speaker seems to violate the generosity maxim. That's because speakers show a favorable attitude to themselves by forbidding people from being consumed by unfavorable issues about it. As in the sentence *I want not to be consumed the issue*. Likewise, in speech (65) speakers also appear to violate the generosity maxims. It is seen in the use of *sentences I ask the authorities can reveal everything*. The sentence intends to ask the authorities to immediately reveal the mastermind behind the black campaign. The requesting thrust, of course, indirectly benefits the speaker, but can harm others. Thus, concluding speech (65) includes speech that violates the maxim of generosity.

Maxim Praise

The principle of politeness that does not comply with the maxim of praise is seen in the following speech.

5. **"Do not just put your stomach, brain and wallet in. Building character is also very important,** so we will build an education that prioritizes the development of character and morals," said Anies (VN1, AN: 14/01/2017).
6. **"Speaking of leadership is not just about matter built, but also moral, that's important,"** said Anies (VN2, AN: 14/01/2017).

Speech (5), is a speech that does not comply with the maxim of praise. This, clearly visible in the use of sentences *Do not just put your belly, brain and wallet. Character development is also very important*. The use of words of *stomach, brain, wallet, and character building* is a way to denounce the party's attitude. As a matter of fact, speech (6) is shared by the same speaker. In the speech, the speaker appears to violate the maxim of praise by criticizing the intended party. As in the use of sentences *not only about matter and but also moral. That's important*.

Maxim Humility

The principle of politeness that does not comply with the maxim of humility is seen in the following speech

7. "So if you justify it, it's all the couples always say so. Now you ask, you people of Jakarta, **there ever was never (such a program like KJL) so rich, if there is no means that I madeong.** Therefore," said Ahok (DT9, AH: 22/03/2017).
8. **"If you wear too handsome caps,"** jokes Ahok (LP11, AH / 24/03/2017).

In the sentence (7), the speaker does not obey the maxim of humility. The violation is seen, on the use of sentence *from the past there was never (there is a program like KJL) rich so, if there is no means that I make dong*. That is, the lagsung claims that the KJL program is a program that he made himself. Furthermore, utterance (8) is a speech that violates the principle of humility. That is, because speakers use the sentence *If wearing a hat is too handsome*. The point is that the speaker praises himself by saying he will grow *handsome* if added wearing a cap. However, if it is related to the context, the speech is given by speakers to deny the questions of people about Djarot who suddenly wearing a cap in the second round of DKI Jakarta Pilgub.

Maxim Agreement

The principle of politeness that does not comply with the maxim of agreement is seen in the following speech.

9. **"If the defendant (Ahok) did not deliver Al Maidah's letter, it does not matter, this is the pilgub of Jakarta,"** he said (LP4, MA: 21/02/2017).
10. **"I think only the defendant (Ahok) talks about this** (Al-Maidah verse 51) so that it becomes a **polemic that should not have happened,**" he said in a hearing at the Auditorium of the Ministry of Agriculture (LP5, MA: 21/02/2017).

Speeches (9) and (10) are spoken by the same speaker and contest. breaking the maxim of the deal. Both of them break a maxim of agreement or speech that maximizes disagreement. Speakers expressed disagreement by saying that the polemic that occurred during Jakarta pilgub 2017 because Ahok conveyed the letter Al Maidah. It is seen, in the bolded speech. That is, the speaker is too exaggerated in expressing his opinion without thinking whether the opinion is approved or not by others.

Maxim Sympathy

The principle of politeness that does not comply with the maxim of inferiority is seen in the following speech.

11. "Yes, from the beginning of the elections process of DKI PAN wants to find an alternative choice to the people of DKI, since the beginning of the PAN is **not going to support Ahok because of the character and ethics do not match the PAN**," said Yandri in the same opportunity (LP3, YS : 18 / 02/2017).
12. "**Oh, I do not think KPU** wants to make anything if he says he can not participate if there is no seal," said Ahok (RM21, AH: 21/04/2017).

In speech (11), there is a maximal imputation violation which the speaker has to speak to the party in question. The inadequacy, seen in kalima *will not support Ahok because of the character and ethics do not match the same PAN*. That is, speakers expressed no sympathy with the party in question, so will not support Ahok in elections DKI Jakarta 2017. That thing, because the character and ethics do not agree with the speaker. Furthermore, the utterance (12) is a speech that does not comply with the maxim of inference. That is, speakers do not maximize the sympathy towards the intended party. That is, seen in the use of sentences *Ouch I still ignorant KPU* meaning speakers do not care about all the rules and requirements (stamp duty) made by the KPU about elections DKI 2017.

IV. CONCLUSION

Based on the results and discussion, it can be concluded that there are six maxims that are violated politicians in the political discourse of the 2017 Head Election in the news portal *online*, Regional the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of conscience, the maxim of agreement, and the maxim of conclusions. Of the six maxims that are violated, the maxim of praise is the most likely to be violated by politicians in the political discourse of the 2017 Regional Head Election in the news portal *online*.

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