

Positive Politeness Strategy in Women's Directive Speech Acts on Facebook

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Abstract: This study covers the positive politeness strategy in directive speech acts among adult woman in facebook. It is a qualitative study. The subjects were adult women at age of 25-35 years. The purposes of the research are: (1) to describe the directive speech acts applied by the adult women when communicating in facebook, (2) to identify different kinds of directive speech acts used by the adult women in facebook, (3) to describe the positive politeness strategy applied by the adult women in communicating on facebook. The data were collected through observation, interview, and documentation. The primary data are the utterances of the adult women when up dating status and commenting on facebook. The design of this study is content analysis. The data were analyzed by Simak, Libat, Cakap instrument. The data were read and analyzed to describe the directive speech act based on Kreidler's theory. Then they were identified as the function of the utterance. Next, they were identified the politeness strategy by guided Brown and Levinson Theory. To dig more information the researcher participates in facebook activities such as commenting and giving the emoticon. Moreover, the interview was also conducted to achieve the goal of the research. Credibility test was done through extended observation and member checks. It is found that women apply positive politeness strategy, there are (1) Using in-Group Marking, (2) Joking, (3) Presupposing commonground, (4) Avoiding disagreement, (5) small talk.

Keywords: *Positive Politeness Strategy, Directive Speech Acts, Women, Facebook*

Introduction

The development of communication channel such as social media gives easiness in communication. People can interact with others in their seat without paying much money and consuming much time (Chen and Zhang (2010). Social media promotes interconnectedness and interdependence of our culturally diverse world. "New social media means that everyone is a publisher and everyone is a critic" (Georgetown University, 2010). It can be imagined the language used in their interaction is so attractive.

In communication, people interact and speak by using language. They utter words which describe many functions like expressing happiness, angry, disappointment etc. It is called speech act; 'acts done in the process of speaking' (Sadock, 2009). For the study of speech acts three things have to be considered (1) language use, (2) intention of the speaker and (3) interaction in a social context.

Speech act is introduced by J.L. Austin, a professor at Harvard University, in 1956. The theory derived from the course material then recorded by J.O. Urmson (1965) with the title How to do Thing with Word, but it came to be well known in linguistic studies after Searle (1969) published a book called Speech Act and Essay in the Philosophy of Language. Searle classifies illocutionary act into 5. They are assertive, directive, commissive, expressive, and declarative. one of the types of speech acts that most widely studied is directive speech act (Ilka Flöck, 2011).

Women have the stereotype in using language. One of the characteristics of women's language is speak politely. Politeness is the important thing in communication to maintain their social relationship (Holmes, 1995). Moreover, Fishman (1983) says that women tend to ask

more questions. Refer to the development of communication technology (social media), woman is easier to interact with others. Social media serves the chance to communicate freely. It is interesting to observe woman interaction in facebook, especially in asking others to do something. Therefore, this article analyzes positive politeness strategy on women's directive speech acts in facebook. This article aims to describe the positive politeness strategy applied by the women when they utter directive speech act. Furthermore, it describes the type of directive speech applied by women first and the positive politeness strategy to dig phenomenon of women language related with politeness strategy in directive speech act.

Method

This research is qualitative. Subjects were women aged 25-50 years. The data obtained through observation and documentation. Design used was content analysis. The collected data is analyzed and sorted by type of speech act. In analyzing the data, it must connect to the context first. Then, the data were classified into the type of directive speech act. To get the maximum results in exploring phenomena that occur in female conversation, the researcher does not only see and understand the meaning, but rather in trying exploration to identify an event that appears either. Credibility test conducted through extending observation and member check extension.

Results and Discussion

The Result

I. Positive Politeness in Directive Speech Acts

1. Using in-Group Marking

Directive speech acts (command) can be seen when the speaker 4 (S4) is curious on (S1) statement (status). S4 tries to guess that S1 has graduated her doctoral degree, but S1 says she doesn't finish yet. (S1) comment “@Vita:....Jeung, g usah pnasaran co I'd y?” indicates that she asks (S4) not to be curious any more. It's meant that (S1) wants (S4) to do something. It is proof that her statement is commanding. In the last comment, (S1) also asks (S4) to be a kind woman. Then, (S1) says @Vita:....Jeung, g usah pnasaran co I'd y?” This Utterance is polite. It contains a positive politeness strategy where there is a marker of intimacy among speakers and partners, the speakers using the call 'Jeung' and jeng cah ayu to his partner. The marker “Jeung” and Jeung cah Ayu” indicate that the speaker (S1) wants to show the intimate of them. Jeung and Jeuang cah ayu are the calling name for high praising woman in javanish culture. This calling name is the marker of positive politeness strategy

- S1 : *Alhamdulillah, selesai pd waktunya, modalnya hanyalah kesabaran* (Alhamdulillah, it's finished on time, the power is just patience)
- S2 : *Aamiin Allahumma aamiin....* (Aamen)
- S1 : “@Evie...thanks a lot mbak Ayu...”
- S3 : *Amin, ikut seneng mbak cantik, met malam mbak...(amen, I feel happy my beautiful sister, good evening sister)*
- S1 : @Dwi:,... thanks for all *mbak ayu. Sugeng ndalu njiih..*(thank you sister, good evening too)
- S4 : *Udah promosi doktor bund.....atu ye...yek...nouwwwww....* (have you been promoted your doctoral degree, may I attend your ceremony?)
- S1 : “@Vita:... *beyum ujian kow Jeung tp ada satu hal yg mmbwt dri ney lega. Ats doa*

- Dhiajenglah...mtr tengkyu* (Not yet sister, but there is something that makes me relieved. It is because your pray and support. Thank you very much)
- S4 : apapun kebahagiaan yg sdg dirasakan bunda...mg akan semakin menambah kesempurnaan bunda.....(penasaran.com. (whatever happiness that you feels ... hopefully it will increase your perfection)
- S1 : @Vita:....Jeung, g usah pnasaran co I'd y?(Vita@ sister, do not curious.co.id
- S4 : hhhuuuuuuuffttt manut.....:p (I'm obedient)
- S1 : @Vita:... wis jeung cah ayu.,,manuto yaw...wkwkwkwkw @ Vita: all right, please be obedient my beautifull sister)

2. Joking

Forbid is an act ordering someone not to do something. Cici (speaker 1) is a teacher (40 th) says in her facebook's status that she wants to laugh (*kebelet ngguyu*), then the second speaker (iin) asks Cici to laugh immedietly. The first speaker (cici) shows her expression of laughing by uttering "*Wkwkwkwk...huahahaha.....*". Iin tries to remind cici not to hearty laugh. The utterance, "*Ojo ombo2....ono laler mlebu mengko*" indicates that the speaker forbids the hearer not to do something. The word "*ojo*" means do not do. This act can be said as directive speech act. The utterance above is a positive politeness strategy where the speaker tries to give attention to his or her partner who is delivered while joking or joking so as to indicate the familiarity between the speakers and the spokesperson.

- S1 : *kebelet ngguyu* (She really wants to lough)
- S2 : *Yo ndang ben gak senep...*(yeah hurry up. so you don't get heartburn)
- S1 : *Wkwkwkwk...huahahaha....*(lough of lough. LOL)
- S2 : *Ojo ombo2....ono laler mlebu mengko* (do not wide. be carefull there is a fly enter in)
- S1 : *Uuupps..welah, kadung tak leg In, ben...pitamin....*(wow, it's already been swallowed. it's okay, it can add to the body's vitamins)
- S2 : *Hehehehe vitamin L yo....*(lough... Vitamin L, is it right?)
- S1 : *Durung turu ta in? Arek2..*(are your children not asleep yet)
- S2 : *Uwes..iki maeng aku mari striko durung ngantuk fb an disek xixixixixi* (they already sleep. I just finished ironing my clothes, but I wasn't sleepy, finally I opened Facebook

3. Presupposing common ground

Urge is an act to persuade someone to do something. These data describe the utterance when the speaker tries to persuade hearer to do something. There are 4 participants. Speaker 1 informs in her status that she supervises her students in doing examination. She asks her students to be honest. Speaker 3 replies retno's status by saying, "*mm...ayo!! mumpung gurune lagi asik fb an ...mari rame2 nyontek!!^_^ juga*". She persuades the students to cheat. The word, "mm..ayo" is a sign to persuade someone to do something. She applies positive politeness strategy. The speaker tries to respond to his partner's comment by making the same opinion (aggrement).

- S1 : *Ngawas ujian akhir...jangan lirak lirik ya nak...*(keep an eye on the final exam ... don't try cheating)
- S2 : *Baek bu guru...hehehehe, tp kalo kefefet gak papakan bu??* (Ok mom (teacher). Hehehhe (smile). But it is ok in urgent condition mom, isn't it?)
- S3 : *ga lirak lirik tapi langsung copy paste* ((it doesn't chating but it is copy pasted directly)
- S4 : *mm...ayo!! mumpung gurune lagi asik fb an ...mari rame2 nyontek!!^_^ juga*
- S1 : *mbak karti moth...kalo kefefet yg memfeketkan siapa ya???* *Hahahaha* (lets go. Let's cheat while the teacher is busy with her facebook. (smile) answering S2. If we are in an urgent condition we must know who make it urgent.

4. Avoiding disagreement

Quip is the act of making a witty remark to satirize. The data below show quip. The first speaker 1 updates her status by asking whether Sawo fruit makes stomach ache. The second speaker commends, “**Kurang banyak makn-nya...nti kruwes2-e ilang...**”. It means that she asks Sri Sademi to be careful in consuming sawo. It looks satirical commentary. Her utterance asks Sri sademi to eat more, but she really wants to warn that eating more will get worse. The utterance includes a positive politeness strategy where speakers provide advice and opinions to the spoken partner who is delivered while with the joke

- S1 : *Apa buah sawo bikin perut mules to? Perutku kok pating kruwes kruwes to habis makan 2 buah...*(Does the sapodilla fruit make stomach ache? Why is my stomach like squeezed after eating 2 pieces)
- S2 : *Kurang banyak makn-nya...nti kruwes2-e ilang...*(you should eat much more, your stomachs will be fine)
- S1 : *cupik. Ddd=trims likenya* (Thank you for the thumb)

5. Small Talk

The conversation involving 3 female participants. The conversation is discussing S1 speech which states that mother's prayer is a strong power that is a must and love that continues to flow throughout time. This can be seen through the conversation below:

- S1 : *Bunda... doa ibunda paling manjur dimanapun berada meski jarak nun jauh...Cinta IBU sepanjang masa...Dan menjadi begitu dekat...di hati...* “ (mother, mother's prayer is very strong wherever we are. even though it is a long distance but remains close to the heart
- S2 : *Amin mom... tp kangennn je...apalgi mendapat renekan anakku utk minta ditungguin....dhuh dg senang hati.....tp tdk mungkin dilakukan saat ini....*(amen, mom. Miss my child who wants me sit beside her. Ohh very nice...with all my pleasure, but it is imposible..
- S3 : *emoticon) hmmm...What a great Mommy.....’ (Pagi tarian ibu... tarian yg lain?? (emoticon)”* morning, mother’s dance, how about another dance
- S2 : *Pagi tarian ibu....siang tarian perut lapar.....malam tarian bapak.....qiqiqiqi”* in the morning is mother’s dance, in the afternoon starving dance, and in the night is a husband’s dance, (smile)
- S3 : *“(emoticon tertawa) bunda...bunda...bisa aja.....* (lough, you are clever enough)
- S1 : *Bunda Aku mau Tuh.... Diajakin ke sana...hay hay hay.. sekaliyan...jalan-jalan....*(mom, I want to go there, may you invite me to go for travelling).

The utterance of S1, “*Bunda Aku mau Tuh.... Diajakin ke sana...hay hay hay.. sekaliyan...jalan-jalan....*(mom, I want to go there, may you invite me to go for travelling)” indicates that the speaker asks the hearer to go to traveling. It is a directive speech acts. This utterance is polite. The speaker does small talk because she doesn’t really want to travel. This strategy can be categorized as positive politeness strategy.

Discussion

Based on the result above, it can be assumed that women still keep the politeness in communication. In face to face interaction woman always tries to save her hearer. They will be careful in uttering the word or sentence. It means that interpersonal communication is not done face to face but through the media. Women prefer to use positive politeness strategies when expressing directive speech act with more flexible consideration. Joke can save the listener’s face. This joking style is the reinforcement of the theory that women still hold strong principles

of politeness (Attardo, 1993), (Otto Jespersen, 1992), (Lakoff, 1975, 2004), (Deborah Tannen, 1992), (Janet Holmes, 1995), (George Keith and John Shuttleworth, 2000), (Penelope Brown, 1980), (O'Barr and Atkins 1980 in Coates, 1986), On the other hand Lakoff's theory states that women do not like broken humor.

Conclusion

The role of language in woman communication is to flourish the interaction. Woman can express her idea, feeling or emotion freely. One of them is asking someone to do something. In pragmatics study it is known as directive speech acts. In line with the directive speech act applied by woman in facebook, it can be concluded as follows:

1. Women often apply directive speech act in facebook. It can be seen that directive speech act placed in the third rank.
2. The positive politeness strategy is most widely used in directive speech acts
3. The media/channel of communication influence the language used by women.

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