

# LANGUAGE POLITENESS OF EXECUTIVE LEADER IN FACEBOOK

Novia Juita<sup>1</sup>, Ermanto<sup>2</sup>, and Ngusman Abdul Manaf<sup>3</sup>

<sup>1</sup>Universitas Negeri Padang, Padang, Indonesia, ✉ [noviajuita@ymail.com](mailto:noviajuita@ymail.com)

<sup>2</sup>Universitas Negeri Padang, Padang, Indonesia, ✉ [ermanto\\_pdg@yahoo.com](mailto:ermanto_pdg@yahoo.com)

<sup>3</sup>Universitas Negeri Padang, Padang, Indonesia, ✉ [ngusman1966@gmail.com](mailto:ngusman1966@gmail.com)

## Abstract

Articles about language politeness in speech acts have been frequently studied by linguists, but the question of how politeness of executive leader in facebook has not been answered. This article was written to describe the politeness of the executive leader's language in communication on facebook in terms of (1) the kind of politeness principles used and (2) the context of the use of the principle of politeness. The data source of this article is the writings of the executive leader, namely the Regent of West Sumatra Province, Indonesia which is used for communication on facebook. The data was collected by downloading the written text used for communication on facebook by the executive leader on Youtube. Data were analyzed qualitatively by content analysis method and by paying attention to the theory of speech acts, speech strategies, and language politeness. The results of the study show the following. Firstly, all principles of politeness are used in speech acts on the face book with different frequency of use by the executive leader. Second, the context of speech situations in the form of the speakers' objectives in speech acts form the basis of the primary consideration for the selection of a particular principle of assistance in a speech.

**Keywords:** politeness, speech act, speech strategy, executive leader, facebook

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## Introduction

The study of language politeness in speech acts is commonly practiced by linguists. However, the study of language politeness spoken by public leaders in social media such as Facebook, is still infrequently done. This article contains a description of the language politeness of the public leaders in the act of speech in Facebook. Some previous research on language politeness in speech acts, among others, conducted by Anggraeni (2005), Manaf (2010 and 2011) Purnomo (2011), Tawalbeh and Al-Oqaily (2012), Susanto (2014), Codreanu and Dust (2014), Vega and Azókar (2014), Manaf and Amir (2015), and Yazdanfar and Bonyadi (2016). The results of the study can be explained as follows. Anggraeni (2005) has studied the politeness of speech acts in Javanese language. Manaf (2010 and 2011) and Manaf and Amir (2015) have discussed the politeness of speech acts in the Indonesian language with an indicator of the degree of imposition and coercion to the addressee. Purnomo (2011) has been researching the politeness of English-speaking tourists, Japanese, Indonesians and Javanese in relation to their socio-cultural background.

The language politeness of the native Arabic speakers and the native speakers of English in their respective languages has been studied by Tawalbeh and Al-Oqaily (2012). Articles on politeness strategies in speech acts in Romanian, English, and Hebrew have been written by Codreanu and Dust (2014). Vega and Azókar (2014) have discussed politeness strategies in the speech acts of native Spanish speakers and foreign speakers of Spanish. The politeness strategy of native speakers of Persian and English already reviewed by Yazdanfar and Bonyadi (2016).

Speech acts theory by Austin (1962), Searle (1975; 1976) is served as theoretical framework in this article. Theory of Politeness Principle by Leech (1983), the theory of Politeness and the theory of Speech Strategy by Brown and Levinson (1987) are selected as the frame of reference in this paper. The concept of hedging as a language politeness strategy refers to the concept of hedging by Brown and Levinson (1987), Blum-Kulka (1987), and Trosborg (1995).

The aim of this article is to explain the language politeness of the executive leaders in their communication on Facebook in terms of (1) the type of maxim of politeness used and (2) the context of the speech situation of the maximal use of politeness. The sources of data in this article are the written expression of the executive leaders, specifically several regents around West Sumatra Province, mayors of

West Sumatra Province, Governor and Deputy Governor of West Sumatra Province, Indonesia, which are used by these leaders to communicate with public general.

## Methods

This article is one of the research outcomes about language performance by executive officers in West Sumatra. The source of data comes from the Facebook account of executive officers consisting of regents. Data is collected by downloading text from Facebook accounts used by these officials to communicate with the public. Data were analyzed qualitatively by use of content analysis method and also with regard to the rules of the speech acts theory (SAT), speech strategies, and language politeness as a framework of thinking

## Findings and Discussion

There are two things are discussed in this section. **First**, the type of maxim used by executive leaders to form the politeness of speech acts in Facebook; **Second**, and the contextual relationship of speech situations to the type of maxim used in speech acts.

### *Politeness Principles Used by Executive Leaders to Communicate with the Citizens on Facebook*

Politeness principles used by these executive leaders, namely Regent in the speech acts on Facebook are: (1) Tact maxim (MK), (2) Generosity maxim (MMH), (3) Approbation maxim (MP), (4) Modesty maxim (MRH), (5) Agreement maxim (MKes), (6) Sympathy maxim (MS). Each of these type of maxim is described as follows.

#### *Tact maxim*

The act of politeness showed by the regents in facebook formed with tact maxim can be seen in the example of speech acts (1) and (2).

- (1) *Pemda Kabupaten ... memiliki komitmen yang tinggi terhadap pemberdayaan pondok pesantren, masjid dan para ulama. **Sehingga Pemda selalu mendukung berbagai kegiatan keagamaan yang diadakan masyarakat.***
- (2) *Meninjau proyek jembatan sungai daerah. **Semoga** meningkatkan hasil produksi pertanian kita.*

In speech act (1), the regent speaks politely using a tact maxim, whereby he provides a great benefit to the citizen in the form of "The local government (regent) always supports various religious activities conducted by the community." In speech act (2), the regent state his opinion politely by using tact maxim, wherewith he provides a great benefit to the citizen in the form of "The regent builds bridges to increase the output of farming production from communities"

#### *Generosity maxim*

The act of politeness showed by the regents in Facebook formed with generosity maxim (MMH) can be seen in the example of speech acts (3) and (4).

- (3) *Hari Selasa 05/06/17 Kami (bupati) bersama Sekda ... Assisten dan Kepala Kantor ... berjalan Kaki menyusuri Ruas Jalan yang sudah Kita Buka menuju Kawasan rencana Pengembangan Pembangunan Kampus Pendidikan Terpadu di ....*
- (4) *Bersama rombongan melewati sungai di Desa ... dalam rangka memantau perkembangan pembangunan Trans ....*

In speech act (3), the Regent speaks politely using a generosity maxim, whereby he about to bear a big loss for the progress of the society in the form of "Regent with his entourages willing to walk down in the area of development plan of Integrated Education Campus in ...."

In speech act (4), the Regent speaks politely using a generosity maxim, whereby he about to bear a big loss for the progress of the society in the form of "The local government (Regent) along with his entourage is willing to pass the river in the village ... in order to monitor the development of Trans ...."

### *Approbation Maxim*

The act of politeness performed by the Regent in Facebook formed with approbation maxim (MP) can be seen in the example of speech acts (5) and (6).

(5) Terimakasih atas silaturahmi yang sangat membahagiakan.

(6) Apresiasi ini merupakan pengakuan terhadap beragam inovasi cerdas yang digelorkan oleh masyarakat ... selama ini. Apresiasi ini merupakan pengakuan terhadap beragam inovasi cerdas yang digelorkan oleh masyarakat Agam selama ini.

In speech act (5), the Regent speaks politely using an approbation maxim, whereby he sincerely praised the citizen in the form of the regent expressed his gratitude and praised the friendship that his partners had done as a very happy companionship. In speech act (6), the Regent states his opinion politely by using an approbation maxim, while he greatly praised the citizen in the form of the regent praised the actions of the people he leads as an appreciation and intelligent innovation of his people to advance their region.

### *Modesty Maxim*

The act of politeness performed by the Regent in Facebook formed with modesty maxim (MRH) can be seen in the example of speech acts (7) and (8).

(7) Kami sekeluarga menyampaikan mohon maaf lahir dan batin.

(8) Saya berharap doa dan dukungan seluruh elemen masyarakat Mentawai, untuk bahu - membahu mengejar keteringgalan dan mewujudkan kesejahteraan di Bumi Sikerei yang kita cintai ini.

In speech act (7), the Regent delivers his ideas politely by using a modesty maxim, while he criticized himself as much as possible in form the regent apologizes to his addressee (public general) for all his mistakes. In speech act (8), the Regent speaks politely by using a modesty maxim, while posits himself as a person who needs to be helped in form of expecting some helps from the community to support his program to manifest the welfare of their region.

### *Agreement Maxim*

The act of politeness performed by the Regent in Facebook formed with agreement maxim (MKes) can be seen in the example of speech acts (9) and (10).

(9) Saya juga setuju untukantisipasi.

(10) Mari bersama kita wujudkan daerah ... sebagai target destinasi wisata kelas dunia!

In speech act (9), the Regent communicates politely by using an agreement maxim, while he maximizes agreement to others in form the regent also agreed to anticipate events that will occur as desired by the society. In speech act (10), the regent asserts politely by using an agreement maxim, through inviting the public to realize that the Regency of ... as the target of world-class tourist destination.

### *Sympathy Maxim*

The act of politeness performed by the Regent in Facebook formed with sympathy maxim (MS) can be seen in the example of speech acts (11) and (12).

(11) *Pemerintah Daerah ... turut berduka cita yang sedalam-dalamnya atas berpulangnya kerahmatullah Ny. Hj. ....*

(12) *Alhamdulillah berkat rahmat Allah Swt serta Kerja Keras Kita bersama dan dukungan dari Masyarakat, ruas Jalan yang lebarnya 75 M dan Panjangnya Lebih Kurang 7 Km sudah selesai.*

In speech act (11), the regent states politely by using a sympathy maxim, through maximizing sympathy to others in form of the regent also grieved over the death of one of the members of the community he knew. In speech act (12), the regent asserts politely by using a sympathy maxim, where he appreciates and prides himself on the hard work of the employees and full support of the community until the road construction has been completely done.

### *Context of Use of Politeness Principle*

Based on the criteria of the speaker's objectives and the power relations between the speaker and the addressee, the findings of this study can be categorized into contexts for purposes: (1) representative, (2) directive, (3) expressive, (4) commissive, and (5) declarative. Based on this research data, executive leader like the Regent as Head of District Level District using social media Facebook to communicate to his citizens so power relation between the interlocutor is one-way, where speaker is always more powerful than addressee.

#### *Representative Purpose*

The executive leader, the regent as the district head, uses the politeness principle such as tact maxim and generosity maxim, for representative purposes of notifying members of the society through Facebook. The use of tact maxim and generosity maxim in speech acts for representative purposes of notifying can be seen in the following examples of speech acts (13) and (14)

(13) *Meninjau proyek jembatan sungai .... Semoga meningkatkan hasil produksi pertanian kita.*

(14) *Hari Selasa 05/06/17, kami bersama Sekda dan Ka.OPD berjalan Kaki menyusuri Ruas Jalan yang sudah kita buka menuju kawasan rencana pengembangan pembangunan kampus pendidikan terpadu di ....*

Speech (13) is used by the regent to notify his activities that he is reviewing the bridge construction project in the river... The announcement of the activity was carried out by tact maxim in the form of giving as profit as much as possible, in this case, increasing the outcome of agricultural production. Speech (14) is utilized by the regent to notify his activities that the regent and the entourage are reviewing the regional development project in the development plan of the integrated campus education campus in ...

#### *Directive Purpose*

The executive leader, in this case, a regent as district head using the principles of politeness as follows: tact maxim, generosity maxim, modesty maxim, agreement maxim, and sympathy maxim for directive purposes to invite people in the community through Facebook. The use of tact maxim, generosity maxim, modesty maxim, agreement maxim, and sympathy maxim for directive purposes of inviting can be seen in the following examples of speech acts 15, 16, 17, 18, and 19.

(15) *Secara khusus saya berharap kepada Adik-adik fokuslah pada pelatihan ini agar mendapatkan ilmu yang maksimal dan bermanfaat bagi kita semua.*

(16) *Terutama sebagai Muslim kita patut menyayangi anak yatim dan membantunya dalam berbagai hal*

(17) *Mohon doanya agar kita bisa meraih WTP di tahun tahun berikutnya, Aamiin.*

(18) *Mari kita wujudkan masyarakat Solok Selatan yang bermoral dan religius*

(19) *Mari kita jadikan momentum idul adha untuk peduli dan berbagi kasih dengan kaum dhuafa.*

Speech act (15) is used by the regent to persuade his employees to focus on their practice. Invitation to focus on the practice The invitation is performed with tact maxim in the form of giving benefit as much as possible to the addressee, in particular to gain maximum knowledge and benefit for addressee. Speech act (16) is used by the regent to invite the addressee to love orphans. The invitation was stated with a generosity maxim in the form speaker wants to bear the greatest loss possible, in this case to help them in many ways.

Speech act (17) is uttered by the regent to demand prayers from the addressee in order to achieve unqualified opinion (UO) status. The demand was conducted with a modesty maxim in the form the speaker wants to be humble, as a dependent or begging party. Speech act (18) is stated by the regent to persuade his addressee to create a faithful and religious community in Solok Selatan. This request is done with agreement maxim in the form of the speaker maximizes the agreement with his addressee through the use of let us.

Speech act (19) is stated by the regent to invite the addressee to love the orphans. The invitation was completed with sympathy maxim in the form of the speaker gives sympathy as much as possible to a particular party, in this case, caring and sharing love with the poor.

#### *Expressive Purpose*

The executive leader, in this case, a regent as district head using the principles of politeness as follows: sympathy maxim for expressive purposes to praise, to show gratitude and to grieve with the addressee in the

community through Facebook. The use of sympathy maxim in speech act for expressive purpose of praising, thanking and grieving can be observed in the following example of speech acts 20, 21, 22.

- (20) *Alhamdulillah berkat rahmad Allah Swt serta Kerja Keras Kita bersama dan dukungan dari Masyarakat, ruas Jalan yang lebarnya 75 M dan Panjangnya Lebih Kurang 7 Km sudah selesai dan sudah dapat di lalui oleh kendaraan Roda Empat.*
- (21) *Terima kasih kepada Komandan KODIM 0319, yang berkenan membekali adik - adik SATPOL PP Kab. Kep. MENTAWAI.*
- (22) *Turut berduka cita atas berpulanginya adik, lakut kami Ridwan Saguruk, semoga adinda tenang disisi yang Maha Kuasa.*
- (23) *All praise to the god, thanks to Allah swt's blessings and Our Hard Work together and support from the community, the road with a width of 75 M and a Length of More 7 Km is completely done.*
- (24) *Big thank to the Commander of KODIM 0319 for equipping our brother from the Security and Order Policing Unit Regency of Mentawai Island.*
- (25) *(We) grieve over the return of our younger brother, Ridwan Saguruk, may peace be with him.*

Speech act (20) is used by the regent to praise officials within the local government and district community members ... who have succeeded in building roads. The praise is uttered with sympathy maxim in the form of the speaker is giving sympathy as much as possible to the employees and members of the Regency community ... through expression due to our hard work and community support, road construction is completed and already passable by four-wheeled vehicles. Speech act (21) is performed by the regent to show gratitude to the Commander of KODIM ... who has trained members of Security and Order Policing Unit (SATPOL PP).

The expression of gratitude is performed with sympathy maxim in form the speaker gives the best possible sympathy to the addressee with the expression thank to the Commander of KODIM ... who has trained members of Security and Order Policing Unit (SATPOL PP). Speech act (22) is utilized by the regent to express his condolences because the loss of a member of his citizen through the utterance (We) grieve over the return of our younger brother, Ridwan Saguruk, may peace be with him.

#### *Commissive Purpose*

The executive leader, in this case, a regent as district head using the principles of politeness as follows: tact maxim, for commissive purpose in the form of promising with the addressee through Facebook. The use of tact maxim for commissive purpose in the form of promising can be seen in the following examples of speech acts (23)

- (23) *Pemda Kabupaten ... memiliki komitmen yang tinggi terhadap pemberdayaan pondok pesantren, masjid dan para ulama sehingga Pemda ... selalu mendukung berbagai kegiatan keagamaan yang diadakan masyarakat.*

Speech act (23) is used by the regent to make a promise with district community members ... has a strong commitment to the empowerment of boarding schools, mosques and scholars (*ulema*). The commitment or determination is conducted through tact maxim in the form of the speaker is giving the greatest advantage possible to the members of the Regency community ... with the expression the District Government ... has a strong commitment to the empowerment of boarding schools, mosques and scholars (*ulema*) therefore *Local Government of ... always support the various religious activities held by the community.*

#### *Declarative Purpose*

The executive leader, in this case, a regent as district head using the principles of politeness as follows: **modesty maxim, for declarative purpose in the form of apologizing** with the addressee through Facebook. The use of modesty maxim for declarative purpose in the form of apologizing can be seen in the following examples of speech acts (24)

- (24) *Kami sekeluarga menyampaikan mohon maaf lahir dan batin.*

Speech act (24) is used by the regent for declaration purposes in the form of **apologizing to the members of the district community ... over any faults of the speaker.** The request is performed with a *modesty maxim* in the form of the speaker will to humble himself, which is as the guilty party and apologize to the addressee.

## Conclusion

Based on the findings and discussion above, the conclusion is as follows. The executive leader, in this case the regent performed politeness principle in the form of: (1) Tact maxim (2) Generosity maxim (3) Approbation maxim (4) Modesty maxim (5) Agreement maxim (6) Sympathy maxim to create a politeness acts in Facebook. Based on the context of the speaker's purpose in performing speech act and the use of the politeness principle, it is obtained the pattern of context relationships and the use of the politeness principle as follows: (1) For the representative purpose of notifying, the speaker tends to use tact maxim and generosity maxim. (2) for directives purpose of inviting and demanding, the speaker tends to use tact maxim, generosity maxim, modesty maxim, agreement maxim and sympathy maxim, (3) for expressive purpose of praising, expressing gratitude, and showing grief, the speaker tends to use sympathy maxim, (4) for commissive purposes in the form of promising, the speaker tends to use tact maxim, and (5) for declarative purpose of apologizing the speaker tends to use modesty maxim. The pattern of relationships between the context of the speaker's purpose in performing speech acts and the use of politeness principle is to create politeness acts which is able to facilitate and warm up the communication between the interlocutors.

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