

**AN ANALYSIS OF POLITENESS STRATEGIES
FOUND IN SOAP OPERA *DIAM DIAM SUKA***

THESIS

*Submitted as a Partial Fulfillment of the Requirements for Strata One (S1)
Degree at the English Department of FBS UNP Padang*



By:

**FEBRIANA SURTI PANE
18253/2010**

ADVISORS:

**Prof. Dr. Hermawati Syarif, M.Hum
Delvi Wahyuni, S.S, M.A**

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
STATE UNIVERSITY OF PADANG
2016**

HALAMAN PERSETUJUAN SKRIPSI

**An Analysis of Politeness Strategies
Found in Soap Opera Diam Diam Suka**

Nama : Febriana Surti Pane
NIM/BP : 18253/2011
Program Studi : Bahasa dan Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Agustus 28th 2015

Disetujui oleh:

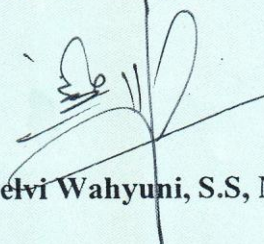
Pembimbing 1



Prof. Dr. Hermawati Syarif, M. Hum.

NIP. 19510721 197503 2 001

Pembimbing II



Delvi Wahyuni, S.S, M.A

NIP. 19820618 200812 2 003

Diketahui oleh:

Ketua Jurusan



Dr. Refnaldi, S.Pd., M.Litt

NIP.19680301 199403 1 003

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

Dinyatakan Lulus Setelah Dipertahankan di Depan Tim Penguji Skripsi
Jurusan Bahasa dan Sastra Inggris
Fakultas Bahasa dan Seni
Universitas Negeri Padang

An Analysis of Politeness Strategies Found in Soap Opera Diam Diam Suka

Nama : Febriana Surti Pane
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Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Agustus 28th 2015

Tim Penguji

Nama

Tanda Tangan

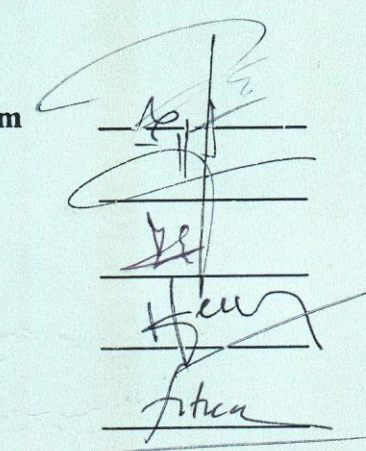
Ketua : Prof.Dr.Hermawati Syarif, M.Hum

Sekretaris : Delvi Wahyuni, S.S, M.A

Anggota : 1. Prof. Dr. Jufrizal, M.Hum

2. Dr. Hamzah, M.A., M.M

3. Fitrawati,S.S., M.Pd

The block contains four handwritten signatures, each written over a horizontal line. The signatures are in black ink and appear to be cursive or semi-cursive. The first signature is the largest and most prominent, followed by three smaller ones below it.



UNIVERSITAS NEGERI PADANG
FAKULTAS BAHASA DAN SENI
JURUSAN BAHASA DAN SAstra INGGRIS

Jl. Belibis, Air Tawar Barat, Kampus Selatan FBS UNP, Padang. Telp/Fax (0751) 447347

SURAT PERNYATAAN TIDAK PLAGIAT

Saya yang bertanda tangan dibawah ini:

Nama : Febriana Surti Pane
NIM/TM : 18253/2010
Jurusan : Bahasa dan Sastra Inggris
Program Studi : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

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Diketahui oleh,

Ketua Jurusan Bahasa dan Sastra Inggris

Dr. Refnaldi, S.Pd., M.Litt

NIP.19680301 199403 1 003

Saya yang menyatakan,



Febriana Surti Pane

18253/ 2010

ABSTRACT

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Fenomena kesantunan dapat ditemukan di sinetron. Tujuan penelitian ini adalah mendeskripsikan tipe tipe strategi kesantunan, cara strategi kesantunan berbahasa, faktor yang mempengaruhi pilihan strategi kesantunan. Penelitian ini merupakan penelitian kualitatif dan menggunakan pendekatan deskriptif. Objek dari penelitian ini adalah ujaran-ujaran karakter yang mengandung strategi kesantunan dalam sinetron Diam Diam Suka. Instrumentasi penelitian adalah laptop, note, pena dan parameter dari *strategi kesantunan beserta faktor yang mempengaruhi pilihan strategi*. Dari 4 episode, telah didapatkan data sebanyak 120 ujaran ditemukan 54 frekuensi *positive politeness*, 12 frekuensi *bald on record*, 22 frekuensi *negative politeness* dan 32 frekuensi *off record*. Cara kesantunan bahasa ditemukan 39 frekuensi *high intonation*, 81 frekuensi *low intonation*, 58 frekuensi *soft tone*, 62 frekuensi *rude tone*, 59 frekuensi *appropriate word choice*, 61 *unappropriate word choice*, 79 frekuensi *structure of sentence*, dan 41 frekuensi *unneat structure of sentence*. Tipe tipe kesantunan yang ditemukan di pengaruhi oleh 62 frekuensi *power*, 54 frekuensi *distance*, dan 4 frekuensi *cost of the imposition*.

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In this chance, the researcher would like to express a deep gratitude toward Prof. Dr. Hermawati Syarif, M.Hum and Delvi Wahyuni, S.S, M.A who have given their ideas, advices, willingness and patience to guide the researcher during writing this thesis. The writer also express a special appreciation to the examiners Prof. Dr. Jufrizal, M.Hum, Dr. Hamzah, M.A, M.M., and Fitrawati, S.S, M.Pd, as academic advisor who have given their great ideas and suggestions to the completion of this thesis.

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The researcher

TABLE OF CONTENTS

ABSTRAK	i
AKCNOWLEDGMENTS	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES	v
LIST OF APPENDICES	vi
 CHAPTER I. INTRODUCTION	
A. Background of Problem.....	1
B. Identification of Problem.....	6
C. Limitation of the Research	6
D. Research Question	6
E. Purpose of the Research	7
F. Significance of the Research	7
G. Definitions of Key Terms.....	8
 CHAPTER II. REVIEW OF RELATED LITERATURE	
A. Utterance	9
B. The Basic Concepts of Politeness	10
C. Politeness Strategy	13
D. Types of Politeness Strategy	14
1. Bald on Record.....	14
2. Positive Politeness.....	14
3. Negative Politeness	16
4. Off Record.....	17
E. Factors Influencing the choice of Strategies	19
1. Power	19
2. Distance.....	19
3. Cost of Imposition.....	20
F. The Language in Soap Opera	21
G. Review of Finding.....	22
H. Conceptual Framework	25
 CHAPTER III. RESEARCH METHOD	
A. Type of Research.....	27
B. Data and Source of Data	27
C. Instrumentation of the Research.....	27
D. Method and Technique Data Collection	29
E. Method and Technique Data Analysis	29

CHAPTER IV. FINDINGS AND DISCUSSION	
A. Data Description and Analysis.....	31
1. Types of Politeness Strategy used by the characters in soap opera <i>Diam Diam Suka</i>	31
2. The way the language politeness used by the characters in soap opera <i>Diam Diam Suka</i>	40
3. Factors influencing choice of strategy	44
B. Findings.....	49
1. Types of politeness strategy used by the characters in soap opera <i>Diam Diam Suka</i>	49
2. The way the Language Politeness used by the characacters in soap opera <i>Diam Diam Suka</i>	50
3. Factors Influencing choice of strategy.....	51
C. Discussion	52
CHAPTER V. CONCLUSION AND SUGGESTION	
A. Conclusion	54
B. Suggestion	54
BIBLIOGRAPHY	56
APPENDICES	58

LIST OF TABLES

Table 1	Parameters of politeness strategy and factors influencing the choice of politeness strategies	28
Table 2	Sub Strategies of Positive Politeness found in soap opera Diam Diam Suka	33
Table 3	SubStrategies of Negative Politeness found in soap opera Diam Diam Suka	35
Table 4	Sub Strategies of Off Record found in soap opera Diam Diam Suka	38
Table 5	Types of Politeness Strategy found in soap opera Diam Diam Suka	50
Table 6	The way language politeness used by the characters In soap opera Diam Diam Suka.....	50
Table 7	Factors influencing the Politeness Strategies found in soap opera Diam Diam Suka	51

LIST OF APPENDICES

Appendix 1	Sub Strategies of Politeness Strategies.....	58
Appendix 2	Types of Politeness Strategies and Factors that Influences choice of Politeness Strategies	62
Appendix 3	Language Politeness used by the characters In soap opera Diam Diam Suka	70

CHAPTER I INTRODUCTION

A. Background of the Problem

Human being as social creatures use language as a tool to interact with other people. In order to get communication successfully, the intended message must be delivered by speaker directly to the hearer. Another case that must be considered is the way of delivering the message by the speaker to the hearer through a good way. As the result, human usually get good response from the others. So that from those things, it creates an action which is commonly called politeness.

Politeness in language is important to prevent some bad things that can appear in human communication. Ignoring politeness in communication will lead people to some conflicts or harm people's feeling. Beside that, using impolite language will give bad influences to person who receive the message, like bringing judgements of being rude, uncooperative or offhand (Watts:2002). Being polite is crucial for human to get communication successfully with other people. It means that by using politeness people can be accepted and be good person in their society.

Sometimes people do not always use polite language toward others in their daily activities. The usage of politeness in language is based on certain situations and circumstances which is influenced by culture which has many variations. For example, in Indonesia, people tend to use polite language when the speaker is younger than the listener. Jenson (1988) has done a study about forms of address in Indonesia that depends on how old the person is. It was found that

Indonesian normally address a younger student in the school as *Nak* (child). When that younger student becomes a twenty five years old and meets with his old teacher, that man is still addressed as *Nak* also by the teacher because he has younger age.

The phenomenon of politeness is not only found in daily communication but also in mass media and one of the mass media is television. The television has factual programs such as journalistic and non factual program such as movie, reality show, talk show, and soap opera. Based on those programs, the language used in television is also various. This is closely related to Weatherall in Lambertz and Hebrok (1996:61) who says that the language which is used in television is representation of language use in the real world. Soap opera is one of the television shows generally watched by the people. It is a short or long duration impressions inspired by the presence of the films. The language that is used in soap opera is the representation of natural events. Beside that, it shows various segments of life, such as home life, love, friendship, and so on.

Nowadays, teenager soap operas that are aired on televisions has shifted the culture and customs that have previously been the norm and value in people's daily life. Many soap operas exploit scenes of violence. KPI's Rule Number 03 2007, violence program is a program which its presentation shows blasphemy, fury, dispute, as if there were people who were crushing, punching, and every desolation explicitly and vulgar. As the function of *Komisi Penyiaran Indonesia* (KPI) is an institute that controls implementation of the regulation and as an orientation the standar of broadcast programs. Therefore, as its consequence, it

gives bad impression to the audience. The characters use the bad words like *tolol*, *bego*, *sialan*, *brengsek* to express disappointment, frustration, anger and so on. It means that it is difficult to find hospitality and politeness in Indonesia now. Whereas, in the past Indonesia has already been known as a friendly and polite nation. It seems that there is a shift toward the politeness between past and these days. In modern society, polite language and polite behavior become less.

One of Indonesian teenager soap opera is *Diam Diam Suka*. It was aired on SCTV every day and it began since November 11th, 2013. There are many teenagers who are interested in this soap opera. In this soap opera, there are many slang languages that can be found which are imitated by Indonesian teenagers. The soap opera presents many scenes of violence that are not suitable with Indonesian cultures and norms. *Diam Diam Suka* belongs to one of the ten soap operas which is banned by *Komisi Penyiaran Indonesia (KPI)*. The following is one of conversations that shows violence through language that is taken from *Diam Diam Suka* soap opera:

Naomi: *Dia sekolah dimana mi?*
 ‘Where does she go to school, Mam?’

Mami: *Sudah mami daftarkan di sekolah kamu*
 ‘She is registered at your school!’

Naomi: *Mami...aku ga suka!, Dasar akamsok (nada tinggi)*
 ‘I hate this, Akamsok!’ (high intonation)

From the situation of the conversation, *Naomi* is a senior high school student who calls her cousin by word ‘*akamsok*’ which means contrived or the girl who never comes to the town or being isolated in a village. She calls that

nickname in inappropriate or rude way to the hearer. Even, she screams to her mother to express her anger. Nowadays, teenagers who are interested to watch this soap opera already imitate the characters by which they use the word '*akamsok*' to despise others in daily communication. Audiences watched this soap opera over and over again and they will imitate that their idol behavior based on what they watch.

However, there is also politeness that can be analyzed from that soap opera. For example:

Bude: *Ini uang jajan buat kamu sayang!*
 'Here is your money for snack, dear!'

Sri : *Ya Allah Bude ndak usah repot repot*
 'Oh God, Bude. You do not need to do that'

This is an example of politeness strategy which shows positive way. The speaker *Bude* is interested toward the hearer *Sri* who gives money to her. Based on the conversation above, it can be seen that *Bude* is older than *Sri* because the word *Bude* means the older aunt from parents of *Sri*. The Speaker *Bude* uses this strategy because they have a close relationship.

Brown and Levinson (1987) outlines factors influences the speaker to choose one of politeness strategies: *power, distance, and cost of the imposition*. These factors influence the speaker in a concrete situation. Realizing the social distance, power distance and cost of the imposition between himself and the addressee, the speaker understands if his/her utterance is usual and appropriate in the situation. In this soap opera, almost teenager characters use bad words to other

character. They are who have more power in speaking to other friends loudly and they often despise other friends.

The reason of conducting this research is to know how people communicate in a good way to other people. This soap opera represents it through verbal and non verbal way. For example:

Sri : *Mas mas mas maaf numpang tanya...*
 ‘Sorry, sir’. If you do not mind, I have a question...

Levin: *Iya boleh...*
 ‘Of course’

The example above is an example of politeness used by someone when they ask an address to someone whom they do not know first. The speaker (Sri) said the word *maaf* ‘sorry’. It is a kind of Indonesian culture which belongs to standard of politeness Indonesian that it has represented in this soap opera.

Besides, the researcher chooses *Diam Diam Suka* as the source of data because in this soap opera there are many informal languages that are used by the teenager characters. The language used by the teeneager characters do not match with Indonesian culture.

For example:
 Naomi: *Kalau lo mau pake motor gue, lo harus jadi jongos gue*
 ‘If you want to use my motorcycle, you should be my assistant’

Sri : *Ngerti mbak*
 ‘ Yes, I see

Based on the example above, speaker (Naomi) said the bad word *jongos* to the hearer (Sri). In the example before, Naomi said her cousin with word ‘akamsok’. Both the two words are not suitable with language politeness in Indonesia.

B. Identification of the Problem

There are many problems related to the study politeness strategy. Related to this, politeness strategy can be studied through different point of view such as sociolinguistics and pragmatics point of view. From sociolinguistics point of view, people can conduct research about the usage of politeness such as address form and appropriate use of markers. Then, from pragmatics point of view, there are several things that can be studied: types of politeness which are divided into positive politeness, negative politeness, bald on record, and off record. Based on the explanation above, the researcher focuses on the analysis of politeness strategy based on pragmatics point of view in order to find types of politeness strategy in television program. Hence, this research found types of politeness strategy in soap opera *Diam Diam Suka*.

C. Limitation of the Research

Based on the identification above, this research is focused on the types of politeness strategy used by the characters in soap opera *Diam Diam Suka*, the way language politeness strategy are used by the characters in soap opera *Diam Diam Suka*, factors influencing the politeness strategy used by the characters in soap opera *Diam Diam Suka*.

D. Research Question

Based on the limitation of the research, there are some questions that will be answered as follow.

1. What are the types of politeness strategy used by the characters in soap opera *Diam Diam Suka*?
2. How is language politeness strategy used by the characters in soap opera *Diam Diam Suka*?
3. What are the factors that influence the Politeness Strategies used by the characters in soap opera *Diam Diam Suka*?

E. Purpose of the Research

Based on the research question above, the purpose of the research are:

1. To find out the types of politeness strategies used by the characters in *Diam Diam Suka* soap opera.
2. To find out how the language politeness strategy used by the characters in soap opera *Diam Diam Suka*.
3. To find out the factors that influences the Politeness Strategies used by the characters in *Diam Diam Suka* soap opera.

F. Significance of the Research

Theoretically, the results of the reserach are expected to be useful for enriching the reader's knowledge and understanding toward the pragmatics study especially to know the the politeness strategies.

Practically, the research are expected to be useful as an information about politeness strategies in soap opera. The researcher also hopes that this research is useful to support the next researchers that are interested in studying unnatural conversation.

G. Definition of Key Terms

- Politeness Strategy : The ways that are used by the characters of *Diam Diam Suka* in using politeness strategy in order to make the hearers feel comfortable.
- Diam Diam Suka : Indonesian Soap Opera on SCTV began in November, 11th 2013.
- Komisi Penyiaran Indonesia (KPI) : an institute that controls implementation of the regulation and as orientation the standard of broadcast programs who is banned *Diam Diam Suka* soap opera.