

**POLITENESS STRATEGIES USED IN MAKING
SUGGESTIONS FOUND IN THE JAKARTA POST ONLINE**

Thesis

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Degree*



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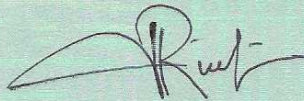
**Politeness Strategy Used In Making Suggestions
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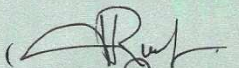
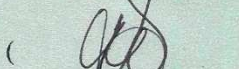

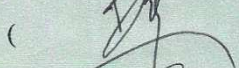
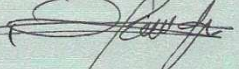
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Politeness Strategies Used In Making Suggestions Found In The Jakarta Post Online

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ABSTRAK

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Di dalam kehidupan social, komunikasi selalu terjalin antara pembicara dan pendengar. Dalam hal ini kesantunan sangatlah penting untuk di perhatikan. Salah satunya yaitu kesantunan dalam memberikan saran. Strategi kesantunan merupakan faktor penting yang dapat menentukan apakah saran tersebut bisa didengar atau diterima baik oleh seseorang tanpa menyakiti perasaan orang tersebut, sehingga saran tadi dapat menjadi bahan pertimbangan bagi sipendengar dan hal tersebut dapat menimbulkan kepuasan tersendiri bagi sipembicara. Dalam skripsi ini, penulis lebih mengkhususkan pembahasan tentang tipe-tipe strategi kesantunan dalam kajian pragmatic.

Metode yang digunakan dalam melakukan penelitian ini adalah metode deskriptif kualitatif. Dalam penelitian ini sumber data adalah 14 edisi dari *The Jakarta Post Online* dari edisi Februari, Maret, April dan edisi Mei. Penulis focus pada saran-saran yang muncul dari pembaca yang di temukan dalam *The Jakarta Post Online*, kemudian dianalisa dengan teori strategi kesantunan yang dikemukakan oleh Brown and Levinson (1987:68-70) yaitu: *positive politeness*, *negative politeness*, *bald on record*, and *off record*. Teori strategi kesantunan inidi gunakan untuk mengklasifikasikan data yang diperoleh kedalam beberapa bentuk strategi kesantunan tersebut. Data yang di analisa berjumlah 150 data.

Hasil penelitian menunjukkan bahwa tipe strategi kesantunan yang paling sering digunakan oleh para pembaca dalam memberikan saran adalah *positive politeness* (66,7%), jumlah persentasi kedua yaitu *negative politeness* (13,3%). Teori selanjutnya ialah *off record* (10%) dan *bald on record* (10%).

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Researcher

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Human being as social man interact each other in communication through language. It concerns with the making of meaning and the exchange of understanding. One model of communication considers it from the perspective of transmitting information from one person to another. All communication includes the activity of transferring information is only the first step in the process of understanding a complex phenomena, and it is an important step. In communication there are 2 ways in delivering ideas, there are written language and spoken language.

The written language can be significantly more precise. Written words can be chosen with greater deliberation and thought, and a written argument can be extraordinarily sophisticated, complicated, and lengthy. These attributes of writing are possible because the speed of involvement is controlled by both the writer and the reader. The writer can write and rewrite at great length, a span of time which in some cases can be measured in years. Similarly, the reader can read quickly or slowly or even stop to think about what he or she has just read. More importantly, the reader always has the option of re-reading; even if that option is not exercised, its mere possibility has an effect upon a reader's understanding of a text. The written word appeals more to a reflective, deliberative style.

On the other hand, Vincent Ferraro and *Kathryn C. Palmer (1998)* says, oral communication can be significantly more effective in expressing meaning to

an audience. This distinction between precision and effectiveness is due to the extensive repertoire of signals available to the speaker: gestures, intonation, inflection, volume, pitch, pauses, movement, visual cues such as appearance, and a whole host of other ways to communicate meaning. A speaker has significantly more control over what the listener will hear than the writer has over what the reader will read.

As a result communication is necessarily in a social interaction. In order to make sense of what is said in an interaction; people look at various factors which relate to social distance and closeness. Some of these factors are established prior to an interaction and hence are largely external factors. They typically involve the relative status of the participants, based on social values. However, there are other factors, such as amount of imposition degree of friendliness, which are often negotiated during an interaction. These are internal to the interaction and can result in initial social distance changing and being marked as less, or more, during its course. Both types of factors, external and internal, have an influence not only on what is said, but also on how it is interpreted.

There are many ways that can help people to create a good communication. One of them is by using politeness. The politeness strategy is a good choice to prevent the conflict, reduce miscommunication and even create a new relationship. But now days the researcher found there are so many people do not pay attention in how to be polite in using language and delivering their suggestion, especially in cyberspace. Politeness is a forgotten culture now, young people, politicians or even public figures are not sensitive with politeness.

The researcher found new phenomena that happened in online site. Going online has become a necessity for businesses, the media in particular, expecting to progress to the new millennium. Recent development in Indonesia shows that the Web is the future of news and information as evidenced by the increasing number of media publications available over the Internet. Many people from different regions, country, religious, and different social background doing an interaction, especially in giving suggestion related with the topic which discuss in the online site, because they are come from different culture, religion, education background and social background. It is very interesting to know what strategies are the most used while they are making suggestion.

The reason why the researcher choose The Jakarta Post online as her data, because The Jakarta Post online is one of largest English newspaper in Indonesia, The Jakarta Post has anticipated this trend and has dedicated a considerable amount of time and resources to preparing its website. The Jakarta Post.com is more than just an extension of The Jakarta Post daily newspaper. As the name suggests, it also offers breaking news and a wealth of information on Indonesia. By providing up-to-date, in-depth accurate information and analyses, The Jakarta Post.com aspires to be a one-stop reference point on Indonesia that will serve both local and international audiences. It easy to get and browser, that why people all over the world could participant in delivering their ideas, comment, suggestion or event their disagreement, it is related with topic selected.

The use of politeness strategy in social interaction is important. As Renkema (1993:8) claims that one general principles of collective activity is

‘cooperation ‘and an often used strategy to achieve this is ‘politeness’. This idea indicates that people can create a cooperative relationship through the politeness strategy. It is also helps people to create a good and smooth conversation. So that politeness helps the speaker in delivering the information and make the hearer accept the information, the ideas, and event the suggestions, from the speaker.

This research deals with politeness and there are three reasons why this research is important to be studied. First, politeness in social interactions is an important aspect to communicate in social life in order to prevent the conflict. Sometimes people feel comfortable to be a listener while the other is talking. When people interact each other in social life, they should avoid embarrassing the other persons or making them feel uncomfortable.

Second, politeness strategies should become one of consideration for people in making suggestion in order to maintain a good relationship in social interaction. The use of politeness strategy makes people explore their ideas, suggestion and giving information in good manner. In this research, the researcher chose Jakarta post readers’ forum as her field Thus, the editor will understand what the speaker say, mean and feel.

Finally, the readers need to understand about politeness strategy to help them deliver suggestion about the news. They must consider or care about politeness that can make the editor who is being a target think about the ideas or suggestion and gives good respond to them.

Politeness occurs in spoken and written language. Written language can be spoken language that is transcribed into written text. It will be more scientific if it

is written. In short, the researcher chooses this topic based on the consideration of the fact that politeness is found here as a linguistic phenomena. The researcher wants to show several kinds of politeness strategies are used by the readers of The Jakarta Post Online who come from different region around Indonesia and it can reflect their social background, status or education.

1.2 Identification of the Problem

Actually, there are many problems related to the politeness in a newspaper. The problems come from the journalists, the readers, and other external factor surrounding the process of making suggestion. Related to this, politeness can be studied through different point of view, such as sociolinguistics, and pragmatics. In sociolinguistic aspects people can do research about the use of politeness such as the cross cultural speech act realization, ethical and technical principles in society and politeness order in social norm.

Meanwhile, in pragmatics aspects there are several aspects that can be studied such as politeness as utterance level phenomena, politeness viewed as a conversation contract and the last one is politeness and management face. Therefore this research will focus on Face Threatening Act points of view, which will studies the analysis of performing an analysis an FTA without any redress or Bald-On Record, the second one is an analysis of performing an FTA with redress or Positive Politeness. The third one is an analysis performing an FTA with redress or negative politeness, and the fourth one is an analysis of performing FTA using off

record and the last field that can be studied in politeness is the analysis of Do not performing FTA.

The research will be focus on doing FTA in Politeness strategies. There are four strategies in doing politeness:

- a. Positive politeness strategies. People can use 15 strategies,
- b. Negative politeness strategies. People can use 10 strategies,
- c. Bald on record. People can use 4 strategies, there are, and
- d. And the last strategy is off record. People can use 15 strategies.

Finally this research will be focus on pragmatic point of view, which studies the politeness strategies used in making suggestion found in The Jakarta Post online.

1.3 Limitation of the Problem

Based on the identification of the problem above, this research will be limited to Politeness strategies used in making suggestion found in The Jakarta Post online. In this research the researcher only focuses on doing FTA:PositivePoliteness, Negative Politeness, Bald on record, Off record.This studies would not talk about Don't Do FTA, even though Don't Do FTA is apart of FTA strategies.

1.4 Formulation of the Problem

The problem of the study is formulated as follows: what types of politeness strategy are used in making suggestions in The Jakarta Post Online.

1.5 Research Questions

The formulation of the research problem above is elaborated in the following research questions:

1. What positive politeness strategies are used in making suggestions in The Jakarta Post online?
2. What negative politeness strategies are used in making suggestions in The Jakarta Post online?
3. What bald record strategies are used in making suggestions in The Jakarta Post online?
4. What off record strategies are used in making suggestions in The Jakarta Post online?
5. What Politeness strategies are used in making suggestion in The Jakarta Post Online?

1.6 Purpose of the Research

The purposes of the research are to find out and to describe positive politeness, negative politeness, bald on record, and off record strategies used in making suggestions in The Jakarta Post Online.

1.7 The Significance of the Research

This research hopefully can give contribution about politeness in linguistics study especially in pragmatics field. Through this research, it's expected that the readers may be able to understand how to use politeness

strategies appropriately. By using politeness strategies, the editor will know what the readers say, feel and mean. This research also hopes that this study provides a better method for other researcher to conduct further research about politeness strategies.

1.8 Definitions of Key Terms

Politeness strategy	: the way of speaker communicates to the hearer (addressee) in the different situations used in making comments and suggestions.
Positive politeness	: types of politeness strategy which is redress directed to the addressee's positive face.
Negative politeness	: Type of politeness strategy that is redressive action addressed to the addressee's negative face.
Bald on record	: Type of politeness strategy that is directly addresses to the other as a means of expressing needs.
Off record	: Type of politeness strategy which is not directly addressed to the other is referred to as hints.
Suggestion	: Type of directive speech act in giving idea or opinion to someone found in "Readers' Forum" written by Jakarta post readers.
Jakarta Posts Online	: The Jakarta Post Online is extension version of Jakarta Post daily newspaper, it vailable on the web.

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Basic Concept of Politeness

In daily life, people use language to communicate each other. People need a good interaction in daily communication. Politeness present in social interaction to create good interaction. Having a good interaction is not as simple as be thought because it is closely related to face saving act of another person. Speaker utterances addressed to hearer produce positive or negative face. Being able to have good interaction means people are able to save someone's person face. There are some definitions of politeness based on linguists.

Brown and Levinson (1987:150) present a more cohesive and comprehensive theory of politeness. They maintain that interlocutors consider the power and the distance of their relationship when choosing among different options for conveying a given speech act. It can be said that both power and distance are two major elements operating in systems of politeness. Moreover, they say that politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts (FTA) toward another. Face here is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction.

Holmes (1992:11) explains that politeness is often matter of selecting linguistics forms which express the appropriate degree of social distance or which

recognize relevant status differences. It means that the choice of word which is uttered by person will imply its social degree where she or he comes from. It is known that politeness in one community is different from others; it is because of different background.

In the other hands Grundy (1995: 127) says that politeness phenomena are one manifestation of the wider concept of etiquette, or appropriate behavior. It is clear that, in being 'polite', a speaker is attempting to create an implicated context that matches the one assumed by the addressee. Politeness is the term people used to describe the extent to which action, including the way things are said, match other's perceptions of how they should be performed. This supremely pragmatic definition presupposes that every instance of communicated language exhibits politeness.

Yule (1996:60-106) defines politeness as the means employed to show awareness of another person's face. It is clear enough that politeness as a technical term, face means the public self-image of a person. It refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. In this case, politeness can be accomplished in situations of social distance or closeness. Showing awareness for another person's face when that the other seems socially distant is often described in terms of respects or deference. Showing the equivalent awareness when the other is socially close if often described in the terms of friendliness, camaraderie, or solidarity. He also asserts that politeness is a system of interpersonal relation designed to facilitate interaction by minimizing the potential or conflict and confrontation inherent in all human interchange.

In addition, Lakoff in Gunawan, (1996) proposes three politeness principles: a) Formality: don't impose/keep aloof; b) Hesitancy: give the addressee his options, and c) Equality or Camaraderie; act as though you addressee we equal/ make him feel good. According to this theory, he tells that one of the values of politeness is formality; it means using politeness will help people to demonstrate their formality. While people in formal situation, using politeness is very important, because it is helps people to create a good communication. Beside that, politeness also showing the distance between one people to the other person. For example relationship distance between headmaster and his student.

Mills (2003: 6) says politeness is the expression of the speaker intention to mitigate face threats. It means that politeness is an expression from speaker in order to lessen face threatening acts. In short, politeness is considered as saving another face in interaction. By using politeness we can secure people public face. Reduce the threatening face. For example, the news reporter with the guilty politician. The reporter still call his title "Pak Haji" to save the politician face. Event though he is approving that he is guilty.

In conclusion based on the explanation above, politeness can be defined as a presentation of language attitude showed in a good manner and consideration of other. It is clear that politeness help people in delivering their ideas, suggestion, advice or event comment in a good way, as a result the hearer can receive or accept those ideas, suggestions and advices. It is approve that politeness is important in social life and being polite in an interaction is necessary to maintain

good relationship with other people. In other words, politeness is considered as the choice of words and the way or strategy of speaking.

2.2 Types of Politeness Strategy

Brown and Levinson (1987: 68-70) and Yule (1996: 63-65) proposed four types of politeness strategies: bald on record, off record, positive politeness, negative politeness. Brown and Levinson say that politeness consists of attempting face for another and bald of record strategy includes among others. Doing an act baldly, without redress, involves doing it in the most direct, clear, unambiguous and concise way possible. Normally, Face Threatening Acts will be done in this way only if the speaker does not fear retribution from the addressee, for example in circumstances where (a) speaker and Hearer both tacitly agree that the relevance of face demands may be suspended in the interests of urgency or efficiency; (b) where the danger to Hearer's face is very small, as in offers, requests, suggestions that are clearly in Hearer's interest and do not require great sacrifices of speaker. e.g., 'Come in' or 'Do sit down'; (c) where speaker is vastly superior in power to Hearer, or can enlist audience to destroy Hearer's face without losing his own.

In contrast, off record strategy is the indirect use of language. There is more than one ambiguously attributable intention so that the speaker cannot be held to have committed himself to one particular intent. For instance: "I'm out of cash or I forgot to go to the bank today". Linguistic realizations off-record

strategies include metaphor and irony, rhetorical questions, under statement tautologies, all kinds of hints as to what a speaker wants or means to communicate, without doing so directly, so that the meaning is to some degree negotiable.

Positive politeness is oriented toward the positive face of Hearer, the positive self image that he claims for himself. Positive politeness is approach based it anoints the face of the addressee by indicating that in someone respects, Speaker wants Hearer's wants (e.g. by treating him as a member of an in-group, a friend, and a person whose wants and personality traits are known and linked). The potential face threat of an act is minimized in this case by the assurance that in general Speaker wants at least some of Hearer's wants; for example, that Speaker considers Hearer to be in important respects 'the same' as he, with in group rights and duties and expectations of reciprocity, or by the implication that Speaker likes Hearer that the Face Threatening Acts doesn't mean a negative evaluation in general of Hearer's face.

On the other hand, negative politeness is oriented mainly toward partially satisfying (redressing) Hearer's negative face, his basic want to maintain claims of territory and self-determination. Negative politeness, thus, is essentially avoidance-based, and realizations of negative politeness strategies consist in assurance that the speaker recognizes and respects the addressee's negative-face wants and will not interfere with the addressee's freedom of action. Hence negative politeness is characterized by self-effacement, formality and restraint,

with attention to very restricted aspects of Hearer's self-image, centering on his want to be unimpeded.

In addition, Yule (1996) explains that first, off record is not directly addressed to other. The other can act as if the statements have not even been heard. In casual descriptions, this type might be referred to as 'hints'. For example: "Uh, I forgot my pen" (as a means of getting pen). Second, bald on record, In contrast to such off record statements, you can directly address the other as means of expressing your needs. These direct address form are technically described as being on record. The most direct approach, using imperative forms is seen in the example, "Give me a pen or lend me your pen". However, generally speaking, bald on record expressions are associated with speech events where the speaker assumes that he or she has power over the other and can control the other's behavior with words.

In everyday interaction between social equals, such bald on record behavior would potentially represent a threat to the other's face and would generally be avoided. Avoiding face threatening act is accomplished by face saving acts which use positive or negative politeness strategies. Third, positive politeness strategy leads the requester to appeal to a common goal, and even friendship, via expressions such as; "How about letting me use your pen?" and the last one is negative politeness strategy a face saving act is more commonly performed via a negative politeness strategy. The most typical form used is a question containing a modal verb, for example: "Could you lend me a pen?"

Furthermore, Goffman (in Renkema, 1993) introduces types of politeness strategy based on the concept of 'face'. By this he meant the image that a person projects in his social contacts with others. Face has the meaning as in the saying 'to lose face'. Every participant in the social process has the need to be appreciated by others and the need to be free and not interfered with. He calls the need to be appreciated 'positive face' and the need not to be disturbed 'negative face'. Participants in conversations should, therefore, not violate one another's face'. Refusing a request or reproaching someone is actions which can form a threat to the other's positive or negative face.

He adds that in the case of 'face threatening acts' (FTAs), something is needed which will reduce the violation of face to a minimum and therefore preserve stability as much possible. This can be achieved by using 'face work techniques'. Politeness prevents the damage caused by FTAs. The greater the threat to stability, the more politeness, face work technique, is necessary. Just as there are two types of face; there are two types of politeness. Face work that is aimed at positive face is called 'solidarity politeness', while face work that deals with negative face is known as 'respect politeness'.

The theoretical role of sensitive communication as a frame in 'political behavior' in Watts' theory. Politic behavior is defined as "*{...} socioculturally determined behavior directed towards the goal of establishing and/or maintaining in a state of equilibrium the personal relationships between the individuals of a social group*" (Watts 2003: 135), where the 'equilibrium' does not refer to social

equality but rather to the maintenance of a social status quo. Politeness is seen as a special case of political behavior.

An important aspect of theoretical background of Watts' framework is Bernstein's (1971) distinction between restricted and elaborated codes and their respective association with close and open systems. This distinction is related to idea's distinction between Violation and Discernment, in that Watts regards cultures in which Discernment plays a dominant role (such as Japanese culture) as essentially closed communication systems, while violation-oriented societies are more open. Violations strategies involve a conscious choice by the speaker and as such foreground the individual more than the group, while the opposite is true of Discernment, in which the individual conforms to his or her social role within the group. The identification of cultures with open or closed systems is not absolute, however, as Watts says " social groups in a violation culture with closed communication systems" (Watts 2003:133). Both open and closed groups can occur within a culture, so that the notions of a Violation versus a Discernment culture seem to refer to the relative importance of open versus closed communication systems or groups. Finally, it can be noted that because politeness is basically a form of political behavior, both notions must be considered together for a full understanding of Watts' notion of politeness.

From the description above, the researcher focuses on types of politeness strategy based on Brown and Levinson's theory, because this theory is detailed in the analysis of the types of politeness strategy. They are:

2.2.1 Positive Politeness

Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants should be thought of as desirable. Redress consists in partially satisfying that desire by communicating that one's wants are in some respects similar to the addressee's wants. There are fifteen (15) ways that can be used for the positive politeness. They are:

- 1) Notice, attend to Hearer (his interest, wants, needs, good)

In general, this output suggests that Speaker should take notice of aspects of Hearer's condition (noticeable changes, remarkable possessions, anything which looks as though Hearer would want Speaker to notice and approve of it).

Example: You must be hungry; it's a long time since breakfast

How about some lunch?. Brown and Levinson (1987:103)

- 2) Exaggerate (interest, approval, sympathy with Hearer)

This often done with exaggerated intonation, stress, and other aspects of prosodic.

Example: What a fantastic garden you have!.Brown and Levinson (1987:104)

- 3) Intensify interest to Hearer

Another way for Speaker to communicate to Hearer that he shares some of his wants to intensify the interest of his own (Speaker's) contributions to the conversation by 'making a good story'.

Example: I come down the stairs, and what do you think I see? A huge mess all over the place, the phone's off the hook and clothes are scattered all over... Brown and Levinson (1987:106)

4) Use in-group identity markers

By using any of the innumerable ways to convey in-group membership, Speaker can implicitly claim the common ground with Hearer that is carried by that definition of the group. These include in-group usages of address forms, language or dialect of jargon or slang and ellipsis.

Example: Here mate, I was keeping that seat for a friend of mine...
Brown and Levinson (1987:108)

5) Seek agreement

Another characteristic way of claiming common ground with Hearer is to seek ways in which it is possible to agree with him. The raising of 'safe topics' allows Speaker to stress his agreement with Hearer and therefore to satisfy Hearer's desire to be 'right', or to be corroborated in his opinions.

Example: Mary: John went to London this weekend!

Anna: To London! Brown and Levinson (1987:113)

- 6) Avoid disagreement, such as: token agreement, pseudo-agreement, white lies and hedging opinions.

Example: Thomas: That's where you live, Florida?

Albert: That's where I was born. Brown and Levinson (1987:114)

- 7) Presuppose/ raise/ assert common ground, such as: gossip, small talk, point-of view operations and presupposition manipulations.

Example: I really had a hard time learning to drive, you know.

Brown and Levinson (1987:120)

- 8) Joke

Since jokes are based on mutual shared background knowledge and values, joke may be used to stress that shared background or those shared values, joking is a basic positive politeness technique, for putting. Hearer “at ease”.

Example: Ok if I tackle those cookies now?. Brown and Levinson (1987:124)

- 9) Assert or presuppose Speaker's knowledge of and concern for Hearer's want

One way of indicating that Speaker and Hearer are cooperators, and thus potentially to put pressure on Hearer to cooperate with Speaker is

to assert or imply knowledge of Hearer's wants and willingness to fit one's own wants in with them.

Example: I know you love roses but the florist didn't have anymore, so I brought you geranium instead. Brown and Levinson (1987:125)

10) Offer, promise

In order to redress the potential threat of some Face Threatening Acts, Speaker may choose to stress his cooperation with Hearer another way. He may, that is, claim that whatever Hearer wants. Speaker wants for him and will help to obtain. Offers and promises are the natural outcome of choosing this strategy even if they are false. They demonstrate Speaker's good intentions in satisfying Hearer's positive-face wants.

Example: I'll drop by sometime next week. Brown and Levinson (1987:127)

11) Be optimistic

The other side of the coin, the point-of-view flips that is associated with the cooperative strategy is for Speaker to assume that Hearer wants Speaker's wants for Speaker and will help him to obtain them.

Example: You'll lend me your lawnmower for the weekend, won't you?. Brown and Levinson (1987:126)

12) Include both Speaker and Hearer in the activity

By using an inclusive 'we' form, when Speaker really means 'you' or "me", he can call upon the cooperative assumptions and thereby redress Face Threatening Acts.

Example: Let's have a cookie, then. Brown and Levinson (1987:127)

13) Give (or ask for) reason

Another aspect of including Hearer in the activity is for Speaker to give reasons as to why he wants. By including Hearer thus in his practical reasoning, and assuming reflexivity (Hearer wants Speaker's wants), Hearer is thereby led to see the reasonableness of Speaker's Face Threatening Act (or so Speaker hopes).

Example: Why not lend me your cottage for the weekend?. Brown and Levinson (1987:128)

14) Assume or assert reciprocity

The existence of cooperation between Speaker and Hearer may also be claimed or urged by giving evidence of reciprocal obligations obtaining between Speaker and Hearer.

Example: I'll do X for you if you do Y for me. Brown and Levinson (1987:129)

15) Give gifts to Hearer (goods, sympathy, understanding, cooperation)

Finally, Speaker may satisfy Hearer's positive face want (that Speaker want Hearer's wants, to some degree) by actually satisfying some of Hearer's wants. Hence we have the classic positive politeness action of gift-giving, not only tangible gifts (which demonstrate that Speaker know some of Hearer's wants and wants them to be fulfilled), but human relations wants such as those illustrated in many of the outputs considered above the wants to be liked, admired, cared about, understood, listened to, and so on.

2.2.2 Negative Politeness

Negative politeness is regressive action that addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded. There are ten (10) ways that can be used for negative politeness. They are:

1) Be conventionally indirect

In this strategy a speaker is faced with opposing tensions: the desire to give Hearer 'out' by being indirect and the desire to go on record. In this case, it is solved by the compromise of conventional indirectness, the use of phrases and sentences that have contextually unambiguous which are different from their literal meanings.

Example: Can you please pass the salt?. Brown and Levinson (1987:133)

2) Question, Hedge

In the literature a 'hedge' is particle, word, or phrase that modifies the degree of membership of predicate or noun phrase in a set; it says of that membership that is partial or true only in certain respects, or that is more true and complete than perhaps might be expected.

Example: Won't you open the door?. Brown and Levinson (1987:145)

3) Be pessimistic

This strategy gives redress to Hearer's negative face by explicitly expressing doubt that the conditions for the appropriateness of Speaker's speech act obtain.

Example: Could you jump over that five-foot fence?. Brown and Levinson (1987:173)

4) Minimize the imposition, Rx

The choice of a strategy encodes the perceived danger of the Face Threatening Act –i.e. Wx –but it does not of itself indicate which of the social factors, D, P, or R, -is most responsible in determining the value Wx. One way of defusing the Face Threatening Act is to indicate that Rx,

the intrinsic seriousness of the imposition, is not in itself great, leaving only D and P as possible weighty factors. So indirectly this may pay Hearer deference.

Example: I just dropped by for a minute to ask if you... Brown and Levinson (1987:177)

5) Give differences

There are two sides the coin in the realization of deference one in which Speaker humbles and abases him and another where Speaker raises Hearer. In both case what is conveyed is that Hearer is of higher social status than Speaker. By conveying directly the perception of a high Power differential, deference serves to defuse potential face threatening acts by indicating that the addressee's right to relative immunity from imposition are recognized and moreover that Speaker is certainly not in position to coerce Hearer's compliance in any way.

Example: We look forward very much to dining with you. Brown and Levinson (1987:181)

6) Apologize

By apologizing or doing Face Threatening Act, the speaker indicates his reluctance to impinge on Hearer's negative face and thereby partially redress that impingement

Example: I hope you don't mind me saying this, but... Brown and Levinson (1987:188)

7) Impersonalize Speaker and Hearer

One way of indicating that Speaker does not want to impinge on Hearer is to phrase the Face Threatening Act as if the agent were other than Speaker, or at least possibly not Speaker or not Speaker alone, and the addressee were other than Hearer, or only inclusive of Hearer.

Example: I tell you that it is so. Brown and Levinson (1987:190)

8) State the Face Threatening Act as A general rule

One way of dissociating Speaker and Hearer from the particular imposition in the Face Threatening Act and hence a way of communicating that Speaker does not want to impinge but is merely forced by circumstances, is to state the Face Threatening Act as an instance of some general social rule, regulation, or obligation.

Example: I'm sorry, but late-comers cannot be seated till the next interval. Brown and Levinson (1987:207)

9) Nominalize

Ross (1972) has suggested that rather than the age old grammarian's syntactic categories of noun, verb, adjective, etc., the facts

of syntax suggest a continuum from verb through adjective to noun. This corresponds to a continuum from syntactic vitality to syntactic inertness.

Example: We urgently request your cooperation. Brown and Levinson (1987:208)

10) Go on record as incurring a debt, or as not indebting Hearer.

Speaker can redress An Face Threatening Act by explicitly claiming his indebtedness to Hearer, or by disclaiming any indebtedness of Hearer.

Example: I could easily do it for you. Brown and Levinson (1987:210)

2.2.3 Bald on Record

We can treat the bald on record strategy as speaking in conformity with Grice's maxims (1975). These maxims are an intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication. They may be stated briefly as follows:

1) Maxim of Quality

Try to make your contribution one that is true:

(a) Be non-spurious (speak the truth, be sincere).

(b) Do not say that for which you lack adequate evidence.

Example: When will dinner be ready?

Being assumed to be a sincere question, gives rise to the implicature that the speaker does not know, wants -to know, and thinks the addressee knows.

2) Maxim of Quantity

(a) Don't say less than is required.

(b) Don't say more than is required.

Example: My job's OK

Being a less enthusiastic way of talking about one's job than is expected, give rises to the implicature that the speaker is not happy in his/her work.

3) Maxim of Relevance

Be relevant.

Example: You've got up to here now.

Give rises to the most relevant implicature, that 'for now' at this stage in pragmatics course (rather than today, the twentieth century, etc).

4) Maxim of Manner

Be perspicuous; avoid ambiguity and obscurity of expression; be brief (avoid unnecessary prolixity) and be orderly.

Example: They washed and went to bed.

Being an orderly representation of the world, gives rise to the implicature in that order.

2.2.4 Off Record

A communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act in other words, the actor leaves himself an 'out' by providing himself with a number of defensible interpretations; he cannot be held to have committed himself to just one particular interpretation of his act. Thus if a speaker wants to do an Face Threatening Act, but wants to avoid the responsibility for doing it, he can do off record and leave it up to the addressee to decide how to interpret it. There are fifteen (15) ways which can be used in doing off record, they are:

1) Give hints

If speaker says something that is not explicitly relevant, he invites hearer to search for an interpretation of the possible relevance. Many cases of truly indirect (off record) speech acts are accomplished by hints that consist in 'raising the issue of some desired act A, by stating motives or reasons for doing A.

Example: it's cold in here (shut the window). Hints may also be done by asserting or questioning the conditions for A (as indirect requests). Brown and Levinson (1987:215)

That window isn't open or you didn't open the window when you come in.

2) Give association clues

In a sense, association clues for indirect requests are nothing but more remote hints of practical-reasoning premises. What is special about them is that specific knowledge extrinsic to hearer's desired act is required to decode them.

Example: Are you going to market tomorrow ... There's a market tomorrow, I suppose. (Give me ride there). Brown and Levinson (1987:216)

3) Presuppose

A third set of clues to speaker's intent is related in a different way to the Relevance Maxim. An utterance can be almost wholly relevant in context, and yet violate the Relevance Maxim just at the level of its presuppositions.

Example: I washed the car again today. Brown and Levinson (1987:217)

Speaker presupposes that he has done it before (e.g. last week) and therefore may implicate a criticism. The use of *again* forces hearer to search for the relevance of the presupposed prior event; if it is relevant only on the assumption that speaker and hearer are counting the times each does the task, and this in turn is relevant because speaker and hearer have agreed to share the task, then a criticism is implicated.

4) Understate

Understatements are one way of generating implicatures by saying less than is required. Typical ways of constructing understatements are to choose a point on a scalar predicate (e.g. tall, good, nice) that is well below the point that actually describes the state of affairs, or to hedge a higher point which will implicate the (lower) actual state of affairs. The direction of the implicature (up or down the scale) in fact seems to depend not only on whether the value is a describe attribute or not, but also on whether expressing such a value is at the top or bottom of the scale is clamped down on by the Face Threatening Act characteristics of then particular speech act.

Example: That dress is quite nice. Brown and Levinson (1987:218)

By hedging on the amount of some (good) attribute one may (without irony) implicate that one doesn't think it's good at all.

5) Overstate

If speaker says more than is necessary, thus violating the Quantity Maxim in another way, he may also convey implicatures. He may do this by the inverse of the understatement principle – that is, by exaggerating or choosing a point on a scale which is higher than the actual state of affairs. Here, however, the implicatures often lie far beyond what is said.

Example: I tried to call a hundred times, but there was never any answer. Brown and Levinson (1987:219)

This example could convey an apology for not getting in touch.

6) Use tautologies

By uttering a tautology, speaker encourages hearer to look for an informative interpretation of the non-informative utterance.

Example: War is war. (Excuse)

Your clothes belong where your clothes belong; my clothes belong where my clothes belong. Look upstairs! (Criticism)

If I won't give it, I won't. (Refusal of a request)

If it's a road, it's a road. (Complaint). Brown and Levinson (1987:220)

7) Use contradictions

Contradictions, as well as the ironies, metaphors; and rhetorical questions considered in the following three sections, all involve violations

of the Quality Maxim. By stating two things that contradict each other, speaker makes it appear that he cannot be telling the truth. He thus encourages hearer to look for an interpretation that reconciles the two contradictory propositions.

Example: A: Are you upset about that?

B: Well, I'm and I'm not. Brown and Levinson (1987:221)

Such contradictions may convey a complaint or a criticism; for instance one might say of a drunken friend to a telephone caller: Well, John is here and he isn't here.

8) Be ironic

By saying the opposite of what he means, again a violation of Quality, speaker can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly. Such clues may be prosodic (e.g. nasality), kinesics (e.g. a smirk), or simply contextual.

Example: John's a real genius. (After John has just done twenty stupid things)

Lovely neighborhood, eh? (In a slum)

Beautiful weather isn't it! (To postman drenched in rainstorm) Brown and Levinson (1987:222)

9) Use metaphors

Metaphors are a further category of Quality violations, for metaphors are literally false. The use of metaphors is perhaps usually on record, but there is a possibility that exactly which of the connotations of the metaphor speaker intends may be off record.

Example: Gharry's a real fish. (He swims like a fish)

Like irony, metaphors may be marked with hedging particles (real regular, sort of, and as it were) that make their metaphorical status explicit. Brown and Levinson (1987:222)

10) Use rhetorical questions

To ask question with no intention of obtaining an answer is to break a sincerity condition on questions- namely, that speaker wants hearer to provide him with the indicated information. This sincerity condition straight forwardly follows from the injunction 'Be sincere', i.e. the Quality Maxim. Questions that leave their answers hanging in the air, implicated, may be used to do FTAs.

Example: Excuses

How was I to know...? (I wasn't)

Criticisms

How many times do I have to tell you...? (Too many)

What can I say? (Nothing, it's so bad). Brown and Levinson
(1987:223)

11) Be ambiguous

Be vague or ambiguous: Violate the Manner Maxim. Rather than inviting a particular implicative, speaker may choose to go off record by being vague or ambiguous (that is violating the Manner Maxim) in such a way that his communicated intent remains ill-defined. Purposeful ambiguity may be achieved through metaphor, since (as mentioned above) it is not always clear exactly which of the connotations of a metaphor are intended to be invoked.

Example: John's a pretty smooth cookie. Brown and Levinson
(1987:225)

It could be either a compliment or an insult, depending on which of the connotations of smooth is latched on to.

12) Be vague

Speaker may go off record with an Face Threatening Act by being vague about who the object of the Face Threatening Act is, or what the offence is- e.g., in criticisms:

Example: Looks like someone may have had too much to drink.

(Vague Understatement)

Or in some euphemisms

I'm going down the road for a bit (To the local pub). Brown
and Levinson (1987:226)

13) Over-generalize

Rule instantiation may leave the object of the Face Threatening act
vaguely off record:

Example: The lawn has got to be mown.

If that door is shut completely, it sticks.

Hearer has the choice of deciding whether the general rule applies
to him, in this case. Brown and Levinson (1987:226)

14) Displace Hearer

Speaker may go off record as to who the target for his Face
Threatening Act is, or he may pretend to address the Face Threatening Act
to someone whom it wouldn't threaten, and hope that the real target will
see that the Face Threatening Act is aimed at him.

15) Be incomplete, use ellipsis

This is as much a violation of the Quantity Maxim as of the Manner Maxim. Elliptical utterances are legitimated by various conversational contexts- in answers to questions. But they are also warranted in Face Threatening Acts. By leaving a Face Threatening Act half undone, speaker can leave the implicative 'hanging in the air', just as with rhetorical questions:

Example: Well, if one leaves one's tea on the wobbly table...

Well, I didn't see you... Brown and Levinson (1987:227)

In summary, there are some payoffs that can get associated with each of the strategies. First, by doing positive politeness a speaker can minimize the face threatening aspects of an act by assuring the addressee that Speaker considers himself to be 'of the same kind', that he likes him and wants his wants. Another possible is that Speaker can avoid or minimize the debt implications of Face Threatening Act such as requests and offers, either by referring (indirectly) to the reciprocity and on-going relationship between the addressee and himself or by including the addressee and himself equally as participants in or as benefitters from the request or offer.

Second, a speaker can benefit in the following ways, for doing negative politeness: he can pay respect, deference, to the addressee in return of the Face Threatening Act, and can thereby avoid incurring (or can thereby lessen) a future debt; he can maintain social distance, and avoid the threat (or the potential face

loss) of advancing familiarity towards the addressee; he can give a real 'out' to the addressee. For example, with a request or an offer, by making it clear that he doesn't really expect Hearer to say 'Yes' unless he wants to, thereby minimizing the mutual face loss incurred if Hearer to say 'No'; and he can give conventional 'outs', that is, to pretend offer an escape route without really doing so, thereby indicating that he has the other person's face wants in mind.

Third, by going on record, a speaker can potentially get any of the following advantages: he can enlist public pressure against the addressee or in support of himself; he can get credit for honesty, for indicating that he trusts the addressee; he can get credit for outspokenness, avoiding the danger of being seen to be a manipulator; he can avoid the danger of being misunderstood; and he can have the opportunity to pay back in face whatever he potentially takes away by the Face Threatening Act.

Finally, by going off record, on the other hand, a speaker can profit in the following ways: he can get credit for being tactful, non-coercive; he can run less risk of his act entering the 'gossip biography' that others keep of him; and he can avoid responsibility for the potentially face-damaging interpretation. Furthermore, he can give (non-overtly) the addressee an opportunity to be seen to care for speaker (and thus he can test hearer's feelings towards him). In this later case, if hearer chooses to pick up and respond to the potentially threatening interpretation of the act, he can give a 'gift' to the original speaker.

2.3 Suggestion

Yule (1996:47-53) explains that speech act is an action performed via utterance. These descriptive terms for different kinds of speech act apply to the speaker's communicative intention in producing an utterance. The speaker normally expects that his or her communicative intention will be recognized by the hearer. Both speaker and hearer usually helped in this process by the circumstances surrounding the utterance. Furthermore, he describes order; request, suggestion and command are kind of directive functions that express what the speaker wants. It means both of the speakers and the hearers need to understand about directive speech act in order to create good communication. For example, "you should touch that". It is a suggesting action on the part of the hearer. The speaker expects the hearer to do what he or she suggested about. And it is up to the hearer, he or she will do it or not. Similarly, cutting (2002:17) identifies directive speech act as the words that have function to make the hearer do something such as commanding requesting inviting, suggesting and so on. Suggestion is one of the part of directive speech, the speaker estimated the hearer to do what he or she offered.

Moreover, Leech (1983: 106-120) says directive is one category of illocutionary act in which the speaker tries to get the hearer or addressee to do action or to performs some acts. It expresses what the speaker wants. He adds that directive belongs to the competitive category. The competitive category is one of variety of illocutionary function that is influenced by the degree of politeness. It is known as politeness strategy because its purpose is to reduce disagreement in competition between the purpose of the utterance and the manner of speaking.

The hearer receives not all of the speaker's ideas in communication. Therefore, the speaker can influence the hearer in different ways including suggestion. Kreidler (1998: 191) defines suggestions as the utterances that we make in order giving idea to other persons whether they should or should not do. Mostly by delivering suggestion speaker could change the hearer opinion or change the way they are thinking about something. For instance, "we suggest you should pay more attention to what you're doing". By saying "we suggest you", the hearer will decide it is good or not for them self, if it is good, the speaker succeed changing the way of the hearer thinking, because the hearer follow what the speaker says for their good.

In additions, Searle in Flor (2005:168) says that suggestions belong to the group of directive speech act which the speaker's purpose is to get the hearer to commit him/herself to some future course of action. He also states that one of the directive speeches is suggestion. Suggestion is the speaker's attitude and intentions when performing an utterance must be taken as a reason for the hearer's action. According to this theory suggestion is a part of the speech act, the main goal of suggestions is to get the hearer to do something, in suggestion, and the speaker asks the hearer to take some action which the hearer believes that it will give benefit for her/himself.

However, even if suggestions are made in the best interest of the hearer, in relation to Brown and Levinson's (1987) politeness theory, this speech act is regarded as a face threatening act (FTA) since the speaker is in some way interfering the hearer's world by performing an act that concern what the latter

should do. It is clear that, if the speaker decided to make a suggestion, they have to consider several factors. As Brown and Levinson (1987) states there are several factors should be considered to make suggestion, such as the urgency of the suggestion, the degree of embarrassment in the situation, and the social distance and power between the speaker and the hearer. For this explanation, and depending on those factors the situation can be more or less threatening, the speaker might try to relieve this speech act through the use of specific politeness strategies in order to minimize, as much as possible, the chances of the hearer's being insulted.

From the description above, it indicates that the core of directive speech acts is to get someone else to act something as the effect of the speaker's utterances. The speaker and the hearer usually use suggestion as the effect of their utterances in order to influence each other. Suggestion is defined as type of directive speech acts in giving idea or opinion to someone. In making suggestion, the hearer can follow or not what is the speaker suggest about. It depends on believe and benefit of the hearer.

2.4 Newspaper language

Writing for newspapers is the same as any other sort of writing. It needs to be fluent, confident and easy to read. Besides, language in the newspaper has to be variety, dynamist, fresh, and look interested. Moreover, language in the newspaper seems brief, short, and more economic. Its purpose and meaning must

be absolutely clear, and it must engage a reader right from the first word until the last full stop.

Predtechhenskaya (2002) says that the language of a newspaper usually reports the news brief, and a journalist has to convey the most essential parts of the news in the most economical way possible, while attracting and keeping the reader's attention.

Furthermore, she explains that the language of newspaper has its own style. First, articles in Indonesian newspaper language are usually short, simple, and tend to leave out all the inessential word. Because of that, article usually short words wherever possible, in preferences to long ones. This condition also happens in articles of English language newspaper. The language mostly tends to leave out all the inessential words.

Second, newspaper article generally use the simple tense of verbs, and the present simple tense is very frequent. Third, inverted commas are inserted or reported. Last the language difficulties, grammar and vocabulary problems, of course; have to be mastered when working with the newspaper.

Dealing with news writing or the language through which news are written, there are some main characteristics. It encompasses not only a specific sentence structure and vocabulary but the order in which stories present information. According to (Fowler: 1991) the 'content' of newspapers is not facts about the world, but in a very general sense 'ideas'. According to this theory,

language in the press is a social construction of ideas, beliefs or values and thus definitely not objective and neutral.

In addition, Suryanto in Suroso (2001) explains that the language in the newspaper is usually called press language that is one of creative language in the Indonesian language and it also has the academic and science style of language. According to Badudu in Suroso (2001) the language in the newspaper has several particular characteristic. First, the language has to be brief. It means the language which is used ought to avoid and neglect the wide explanation, long sentence and involved sentences. Second, the language needs to be solid. It is better to write the news in the short sentences for giving the information. Third, it must be simple. It means, in writing the news, it is good enough to used a simple sentences and avoid a complex sentence. It is in order to the sentence that is created seems and looks creative, practice, and effective. Fourth, it uses the direct language. It means that the language must be delivered directly by avoiding complicated language. Fifth, it must be attractive and interested. It means that the writer and the journalist have to use the words that are still alive, growth, and develop. They do not need to use the death words. It can make the reader hard and difficult to understand. Finally, the language must be clear. It is aimed to make the readers who come from different background of knowledge are able to comprehend and understand easily about the information explained.

In conclusion, language in newspaper is the language of mass communication. The language that is used is brief, short, and economic language in order that the limitation space which is available can explain the message.

Besides, the words that are taken must be common and popular. In other words, language in the newspaper can be understood in minimal intellectual standard.

2.5 The Previous Related Studies

A number of studies have been conducted by some researchers to identify the politeness strategy in several kinds of directive speech acts: First politeness strategies of women analyzed by Harismen (2002) entitled “An Analysis of Questioning Types and Politeness Strategies used by Women on Television Talk show”. He found the kind of question forms and that kind of *wh+ h* question, which is more often used by women are: what and how. Women tend use direct ways in questioning as well as respecting others are an important part as to get the information which is the main purpose of the television talk shows.

In addition Dewita (2005) wrote thesis entitled “An Analysis of Women Politeness Strategies as found in Two Dramas”. She found there are two politeness strategies that women used in two dramas. These strategies are positive politeness, and negative politeness strategy, merely sub-strategies of them is different. But, in these two dramas women character hanging over to use positive and negative politeness strategy in request, order, comment, and offer. The sub strategy of positive politeness is address form, offer, give reason, lexical hedge and presuppose. And then only five (5) sub-strategies for negative politeness that be in this drama; question, hedge, and conventionally indirect apologize, and be pessimistic.

Second, politeness strategies of request studied by Sriwahyuni (2005) entitled "An Analysis of Politeness in Request Expression as found in several Dramas" She found some sub-strategies of bald on record, positive politeness, negative politeness and off record. She found the forms of request expression and kind of communication strategies that used by the characters in the Shakespeare Dramas' she also identified the forms request expression that use by characters in the Shakespeare Dramas and the communication strategies that used by the characters in delivering their request expression.

Moreover, Ratna (2007) wrote thesis with the title "An Analysis of Politeness Request in Pasambahan wedding Party in pesisirselatan". She found there are two types of politeness request namely; positive politeness and negative politeness, Positive politeness consists of notice and seeks agreement and negative politeness is apologizing.

Another researcher, Yuniati (2007) studied about politeness strategies in suggestion entitled "An Analysis of Politeness Strategies in Suggesting as Found in several English magazines". In her research, she found 16 data of positive politeness strategy and negative politeness strategy that used in several English magazines. She found 12 data of positive politeness, the sub-strategies of positive politeness are: notice, intensify interest to H, give ask for reasons, and give gifts to H. there are 4 data of negative politeness, the sub-strategies of negative politeness are: be conventionally indirect, and question, hedge.

The last study, Indah (2007) did research about "Types of Directive Speech Acts and Politeness Strategies Found in The Movies". She found there are three types of directive speech acts, they are: command request and suggestion. In her research, she also found the types of politeness strategy which is related to the use of directive speech acts, namely: bald on record, off record, positive politeness, and negative politeness. Three of those movies occur bald on record. On the other hand, off record strategy are not really used in conversation of the movies.

Based on the previous related studies above, the researcher continued the study about politeness strategies relate with directive speech acts: suggestion. This research is done in order to find out and describe types of politeness strategy are used in making suggestions in The Jakarta Post Online. By doing this research, the researcher wants to show several kinds of, politeness strategies used by readers of Jakarta Post who come from different areas and different social background.

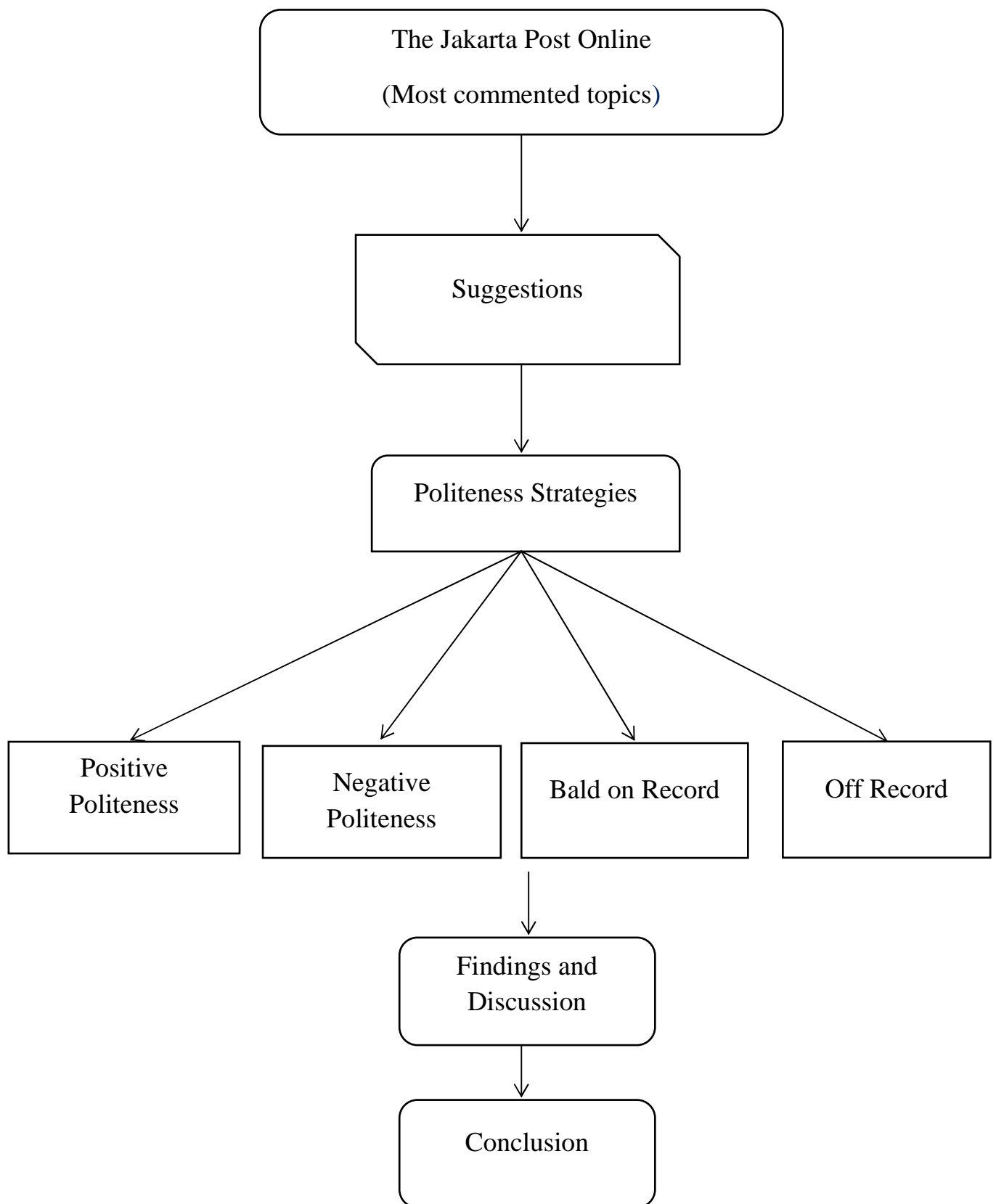
2.6 Conceptual Framework

This study is conducted by following several steps: First, explaining about the concept of suggestion and why the researcher takes the topics. This research is started by understanding concept of politeness itself. The researcher was focus on strategy of politeness. There 4 strategies of politeness. First is positive politeness, in this strategies there are 15 strategies that can be use, next strategies is negative politeness, in this strategies people can use 10 ways. Third strategies is Bald on

record, people can use only 4 strategies, and the last strategy is off record, people can use 15 ways in doing politeness.

After that the researcher would like to analyze the data from The Jakarta Post online into the specific strategies.

The writer draws the conceptual of the process of the research:



CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusions

After analyzing the data it was found that, the readers of The Jakarta Post Online in making suggestions used four types of politeness strategy that are positive politeness, negative politeness, bald on record, and off record as proposed by Brown and Levinson (1987). However, positive politeness which is mostly used by the readers in the ways: (1) Notice, attend to Hearer, (2) Exaggerate (3) Intensify interest to Hearer, (4) Use in Group identity markers (5) Seek Agreement (6) Include both Speaker and Hearer in the Activity (7) Assert or presuppose Speaker's knowledge of and concern for Hearer's want (8) Be Optimistic (9) Give (or ask for) reason. In using Positive politeness strategies, most of the readers using Give (or ask) reason strategy in making their suggestion. It is proven with the number of Giving (or ask) reason which amounting up to 29 readers or 29% of the readers. Moreover, in making suggestion the reader also used negative politeness. The reader used four ways for negative politeness, they were (1) Be conventionally in direct (2) Be Pessimistic (3) Impersonalize Speaker and Hearer (4) Give differences. And the strategy which is mostly used by the readers is Be conventionally indirect strategy. From 20 readers using negative politeness strategy 6 of them used Be conventionally indirect as their strategy.

The researcher found the use of Bald on record in 4 maxims: (1) Maxim of Quality (2) Maxim of Manner (3) Maxim of Quantity (4) Maxim of Relevance. There are 2 kinds of sub-strategy that are mostly used by the reader in The Jakarta Post, first is Maxim of quantity, 6 of 15 readers are used maxim of quantity as their strategy. In the other hand, readers of The Jakarta Post also used Maxim of manner; from 15 readers 6 readers choose this strategy in making their suggestion.

In this research, the readers used off record in making suggestion by using 4 ways, namely: (1) use contradiction, (2) Overstate, (3) Use metaphors, (4) be ambiguous. From this four sub-strategies, most of reader in The Jakarta Post using strategy Use metaphors. 7 from 15 reader it means 46,7% of them used this strategy.

The Jakarta Post Online's readers have different strategy in making suggestion. In The Jakarta Post Online the used of positive politeness has dominant position than the other strategies, especially in using Give (or ask) reason strategy. The reason why the reason prefer choosing Positive politeness strategy because the readers want to showing expressing friendliness and interest in the hearer's need to be respected. It indicates the solidarity, emphasizing closeness between speaker and hearer. The speaker wants to show her/him closeness through this strategy.

5.2 Suggestion

There are many aspects that can be analyzed about politeness strategy, such as: the use of politeness strategy, the types of politeness strategy, and politeness strategy related to the use of directive speech acts. This research only analyzed about the use of politeness strategy in making suggestion by readers of The Jakarta Post Online. There are so many sources or objects that can be used in analyzing politeness strategy like: lyric, film script, advertisement, public forum interaction, or selling buying interaction and etc. The researcher suggests other researchers that might be interested in analyzing about politeness strategy could continue this analysis from other aspects related to this topic.

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