

POLITENESS STRATEGIES USED IN WHATSAPP MESSAGES THAT CONTAINS MINANGKABAU NICKNAMES

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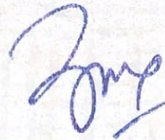
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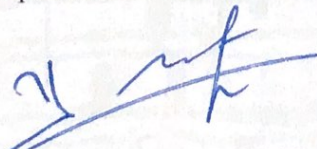
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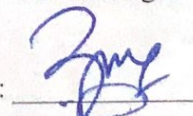
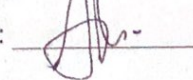
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ABSTRACT

Muchtar, Raisa. (2025). **Politeness Strategies Used In WhatsApp Messages That Contains Minangkabau Nicknames**. Undergraduate Thesis. Padang: Faculty of Language and Art. Universitas Negeri Padang.

This research aims to examine politeness strategies in using Minangkabau nicknames, then find out the types of politeness strategies used in WhatsApp messages containing nicknames in the Minangkabau language, how polite people are when communicating on WhatsApp messages, and how people use nicknames based on the situational context. The theories used in this research are the theory of politeness strategies by brown levinson (1987) and situational context by Hymes (1972). The research method used in this research is descriptive qualitative, in which the researcher explains the research results. The data in this research are taken from WhatsApp messages containing nicknames in the Minangkabau language. In this research, there are 65 data are found based on four types of politeness strategies: bald on record, positive politeness strategies, negative politeness strategies, and off record. The dominant type of politeness strategy used is bald on record which is 30 data. From eight types of situational context, the researcher finds 416 situational contexts that belong to SPEAKING (Setting and scene, Participants, Ends, Act sequences, Key, Instrumentalities, Norm of interaction, and Genre) theory by Hymes (1972).

Keyword: *Pragmatics, Politeness, Politeness Strategies, Nicknames, Situational Context*

ABSTRAK

Muchtar, Raisa. (2025). **Politeness Strategies Used In WhatsApp Messages That Contains Minangkabau Nicknames**. Undergraduate Thesis. Padang: Faculty of Language and Art. Universitas Negeri Padang.

Penelitian ini bertujuan untuk meneliti strategi kesantunan dalam menggunakan nama panggilan Minangkabau, kemudian mengetahui jenis-jenis strategi kesantunan yang digunakan dalam pesan WhatsApp yang mengandung nama panggilan dalam bahasa Minangkabau, bagaimana kesantunan orang ketika berkomunikasi di pesan WhatsApp, dan bagaimana orang menggunakan nama panggilan berdasarkan konteks situasi. Teori yang digunakan dalam penelitian ini adalah teori strategi kesantunan oleh Brown dan Levinson (1987) dan konteks situasional oleh Hymes (1972). Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif, dimana peneliti menjelaskan hasil penelitian. Data penelitian ini diambil dari pesan WhatsApp yang mengandung nama panggilan dalam bahasa Minangkabau. Dalam penelitian ini, ditemukan 65 data berdasarkan empat jenis strategi kesantunan, yaitu tanpa strategi, strategi kesantunan positif, strategi kesantunan negatif, dan strategi kesantunan tidak langsung. Jenis strategi kesantunan yang dominan digunakan adalah tanpa strategi yaitu 30 data. Dari delapan jenis konteks situasional, peneliti menemukan 416 konteks situasional yang termasuk dalam teori SPEAKING (Setting and scene, Participants, Ends, Act sequences, Key, Instrumentalities, Norm of interaction, dan Genre) oleh Hymes (1972).

Kata kunci: *Pragmatik, Kesopanan, Strategi Kesopanan, Nama Panggilan, Konteks Situasi.*

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The researcher realizes this research is still not perfect, but the researcher hopes that this research can be useful.

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CHAPTER 1

INTRODUCTION

1.1 Background of Research Problem

Language is used to communicate in daily life. Language has a close relationship with the communication process. Communication is essential in life because people need to communicate with other people. With communication, people can convey and receive messages. During this era, technological development has made communication easier. People can send messages to each other quickly without writing a letters and wait days to receive a reply. Smartphones are a technology that almost used by everyone, and smartphones are equipped with several supporting applications to facilitate communication. One of the applications is WhatsApp, which can send and receive messages. Not only that, in WhatsApp, people can send audio, documents, and videos and make a call or video call. Because of the easy communication, it is easier for people to build relationships. There are many ways to create closeness in communication. The level of closeness in communication usually depends on several things, relationships as the example. The closer a person is to the other, the less formal the communication.

When communicating, sometimes there would be a mistake. Among several causes, such as behavior or misunderstanding, behavior can be the cause of people getting closer or the cause of uncomfortable communication. An example of misunderstanding is when what the listener receives does not

match to the speaker's message, so there is a misunderstanding in understanding the true meaning. There are studies about that, and it is known as pragmatics. According to Yule (1996), pragmatics is the study of what speakers mean. It is related to the analysis of the words spoken by the speaker, and the words spoken may have different meanings or own meanings. In addition to understanding the meaning, the speaker and listeners have to pay attention as a form of politeness to respect each other and communicate well.

According to Culpeper (2009), politeness is a strategy to create a good relationship. Politeness can make the speaker and listener feel comfortable while communicating. Being polite means being aware to the person's feelings. Politeness can be found in daily activities like in conversation. Wang (2010) said that people can choose various communicative strategies to make a good relationship. This strategy is beneficial in communication and is called the politeness strategy. Politeness strategies are strategies that help people to say what they want to say politely. There are many ways to start a conversation, such as by greeting by name. If the speaker and the listener already know each other, they can use nicknames. Nicknames indicate they may be close, like friends or relatives.

Several studies have been done on politeness and nicknames. First, in “A Pragmatic Analysis of Positive and Negative Politeness Strategies of Refusal in Richard Linklater’s *Boyhood*” by Kuweira Nur Pratiknyo (2016), this study is about politeness, but the object is not nicknames. The data were taken from the scripts of *Boyhood* movies.

Second, in “An Analysis of Positive Politeness Strategy in Ellen Show by Michele Tantri (2020), the data in this research were taken from the utterances in Ellen Show that contain politeness strategies. The last is “A Pragmatic Analysis of Selected Nicknames Used by Yoruba Brides for In-Laws” by Adekunbi Eniola Akintola and Joshua Sunday Ayantayo (2016). Nicknames in this research are based on the Yoruba setting, where brides give nicknames to in-laws as a sign of respect. The study aims to examine the meaning of nicknames using speech act theory.

In this research, the researcher examines politeness from the nicknames within utterances on WhatsApp messages, which contain Minangkabau nicknames with politeness strategies. The nicknames come from a Minangkabau culture, like Uda for older brothers and Uni for older sisters, and friends or relatives can make some other nicknames in Minangkabau language. The researcher used nicknames in the Minangkabau language because nicknames are unique. Nicknames not only come from real names but are based on other things, too. The field of this research is people’s messages on WhatsApp applications. The researcher used the utterances in WhatsApp with Minangkabau language. Then, the researcher examined how nicknames were used in utterance by seeing the context of the utterances using Hymes’s context theory. This theory is shorted as SPEAKING. Moreover, the nicknames contain a politeness strategy that analyzed in sentences. The researcher is interested in analyzing utterances on WhatsApp because sometimes people need to realize whether or not the messages already sent are polite.

1.2 Identification of Research Problem

Based on the background of the research problem, politeness strategies are already used in some objects, like in movies and shows. In this research, the researcher used politeness strategies. Then, the object of this research were WhatsApp messages containing a Minangkabau nickname.

1.3 Limitation of Research Problems

From the identification above, the researcher focused on WhatsApp messages containing a minang nickname. The researcher limited the data to this research only in 2023.

1.4 Formulation of Research Problem

The formulation of this research was the utterances containing Minangkabau nicknames in WhatsApp messages and knowing the types of politeness strategies that people use when communicating in WhatsApp messages by considering the context of the utterances and the nicknames that influence.

1.5 Research question

1. What are the types of politeness strategies used in WhatsApp messages that contains Minangkabau nicknames?
2. How do people use Minangkabau nicknames based on situational context?

1.6 Purposes of Research

1. To find out the type of politeness strategies used in WhatsApp chat that contain Minangkabau nicknames to know how polite people are when communicating in WhatsApp messages.
2. To find out how do people use Minangkabau nicknames based on situational context.

1.7 Significance of Research

There are two significant aspects to this research: theoretical and practical. Theoretically, this study can provide knowledge about politeness strategies in pragmatics to analyze nicknames. This research tells the readers that politeness strategies are not only used to explore movies, students' communication, or nicknames in the Indonesian language. Politeness strategies can be used to analyze nicknames in Minangkabau language or local language. For practical significance, the finding of this research can help to contribute to others' research as a reference to analyze politeness strategies in WhatsApp messages that contain nicknames.

1.8 Definition of Key Terms

Pragmatics: Pragmatics is the study of speakers' meaning.

Politeness: Behavior that shows understanding of and care for other people's feelings.

Politeness Strategies: Politeness strategies are techniques used to manage social interactions and protect the "face" of speakers and interlocutors.

Nicknames: The name of a person from the full name and sometimes not a real name.

Situational Context: Situational context refers to the physical, social, and linguistic environment in which communication occurs.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the analysis of the pragmatics of nicknames in the Minangkabau language using politeness strategies, 65 data were found taken from Whatsapp messages in 2023. This data consists of 4 types of politeness strategies, namely bald on record, positive politeness, negative politeness, and off record. The dominant one found is bald on record, while the non-dominant one is negative politeness. This could be due to the scope of the study which is limited to Whatsapp messages to people who are already known or close so that they are more likely to use the bald on record strategy.

Meanwhile, the relationship between Minangkabau nicknames and situational context is to find out how these nicknames are used in Whatsapp messages. Nicknames are created and influenced by various things. The SPEAKING theory by Hymes (1972) helps to see the use of nicknames based on context. The dominant contexts found in Whatsapp messages are participant, instrumentalities, and genre. The three contexts were found because they have similarities. Meanwhile, other contexts are not all found in one utterance.

5.2 Suggestion

This research uses nicknames in the Minangkabau language as the data source and Whatsapp messages as the data. The theories used in this research are politeness strategy and situational context. Various kinds of previous research on politeness strategies have been carried out with the objects of movies and novels and in an environment such as a school environment. Meanwhile, nicknames have also been analyzed using theories other than politeness. In this research, the researcher only analyzed politeness strategies with the object as utterances in Whatsapp messages that contain nicknames and not connecting nicknames with politeness strategies, but nicknames analyzed with the situational context. Researchers suggest that the next researchers conduct research on politeness strategies, and the object is nicknames or other things.

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