

Conference Paper

Politeness Principles and Strategies in Language Used By President Joko Widodo to Indonesian Citizens, Through Vlog #JOKOWIMENJAWAB

R. Susanti¹, Sumarlam¹, Djatmika¹, and M. Rohmadi²

¹Linguistic Doctoral Study Program, Sebelas Maret University, Surakarta, Central Java, Indonesia

²Indonesian Language Education Doctoral Study Program, Sebelas Maret University, Surakarta, Central Java, Indonesia

Abstract

President Joko Widodo opens communication with Indonesian citizens through vlogs. Through the vlog, every citizen of Indonesia can convey various problems directly to President Joko Widodo and answers directly, as well. This paper aims to describe the politeness principles and strategies in the language used by President Joko Widodo when answering various questions from citizens of Indonesia who ask through a vlog entitled #JOKOWIMENJAWAB. The theoretical basis used is the principle of politeness from Brown and Levinson. The data source in this paper is vlog #JOKOWIMENJAWAB, while the data in this paper is the speech act of President Joko Widodo when answering questions via vlog. The data in this paper was collected by using listening and noting methods, whereas the data analysis used a pragmatics approach. The results of the data analysis obtained that President Joko Widodo in his speaking used a strategy that reflects the character of a head of state, namely, maintaining politeness in order to avoid misunderstandings and conflicts that arise. President Joko Widodo's utterances used numerous politeness strategies that contain strong illocution and perlocution force for the hearer (the citizens).

Keywords: citizens, politeness principles, politeness strategies, president, vlog

Corresponding Author:

R. Susanti
ratnasusanti19@
poltekindonusa.ac.id

Received: 6 April 2018

Accepted: 3 May 2018

Published: 26 July 2018

Publishing services provided by
Knowledge E

© R. Susanti et al. This article is distributed under the terms of the [Creative Commons](#)

[Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ISLLE 2017 Conference Committee.

1. Introduction

Times change, a way of life changed. Along with the rapid advances in technology, the means of communicating has also experienced rapid development. The development of the internet world is getting more advanced. This also continues to be balanced with users who also have experienced very remarkable improvement and change. With the development of internet users, since 2000, a man named Adam Kontras has

 OPEN ACCESS

published a video on his blog. That marks the beginning of the emergence of a video blog, often called the Vlog. A Vlog is a media messenger in an audio-visual form. The Vlog itself is fairly new in Indonesia, but the Vlog campaigners are also called Vloggers more and more, as well. This, of course, is closely related to the above fact that the number of internet users in Indonesia is increasing each day. The use of Vlogs or blog videos is now booming in Indonesia as they offer something new in sharing content with viewers.

Joko Widodo, as the President of the Republic of Indonesia, is not behind the curve in utilizing social media in the form of the vlog to interact with the netizens, or online citizens of the Republic of Indonesia. In this paper, we will present the analysis of President Joko Widodo's speech through a vlog entitled #JOKOWIMENJAWAB, which uses the principles and strategies of politeness.

According to Yule, "politeness in an interaction can be defined as the means employed to show awareness for another person's face" [1]. What is face and why is it important in interaction? Yule writes, "[F]ace refers to our emotional and social sense of self that everyone has and expects everyone else to recognize" [1]. Question as to whether "inherent" and "universal" politenesses exist [2]. According to him, universal politeness can be put in the same framework of what Brown and Levinson define as 'face' [3]. One of the normal mechanisms that are included in the definition of 'face' consists of "turn-taking." When analyzing conversation, turn-taking mechanisms cannot be ignored as they form the most important base. Turn-taking, therefore, looked at in a context of "face" and even universal politeness represents a form of underlying politeness. Simply explained, conversation is virtually impossible without turn-taking. How we prioritize 'face' negatively or positively depends on our differences [2]. These differences have their background in individual cultures. As humans we do not want to be imposed on by others, and this is referred to as negative face [1]. The human need to be liked and accepted also forms an important part of our conversation needs. This is referred to as our positive face. When we perform a face-saving act or negative politeness, such as apologizing for imposing or interrupting someone, we are appealing to the person's negative face [1]. On the other hand, when we show solidarity with the next speaker we appeal to the person's positive face. There needs to be an awareness of how 'face' is usually defined [2]. 'Face' is usually defined and discussed in a somewhat limited way, which could be understood to mean that 'face' exclusively reflects the individual position [2]. Here again, our culture defines what could be a generally accepted model for a "perfect conversationalist," defined in a limited way as someone who waits their turn in a society defined in an orderly and

acceptable fashion. "Obeying the rules of any game both marks you as a decent kind of person (one who doesn't cheat) and may even give you a chance of coming out ahead of the others" [2].

Four types of politeness strategies that sum up human politeness behavior [3]. These are bald on-record strategy, positive politeness, negative politeness, and off-record. Bald on-record strategy is said to be used when the speaker makes no attempt to minimize the threat to the other person's face. In positive politeness, the speaker recognizes the friendliness in the relationship with the listener or listeners and their desire to be respected. Negative politeness is somewhat similar to positive politeness; however, in this situation, the speaker recognizes friendliness but assumes that whatever is said in the conversation would most likely be an imposition on the listener. Off-record can be recognized in situations where the speaker, for example, poses an indirect question and, through this, is able to transfer the decision making to the listener. Rather than politeness universals, an understanding of politeness not as structures made up of linguistically polite words and phrases, but as structures which are open for interpretation as politeness by each individual in situations of interaction [4].

2. Methods

2.1. Research methodology

Written or spoken words or utterances can be studied by applying different strategies concerned with the study of pragmatics. Pragmatics includes four main areas of study: the study of speaker meaning, contextual meaning, how more gets communicated than just what is said, and, finally, the expression of relative distance [1]. An analysis of speaker meaning would include taking a closer look at what people mean by what they say instead of analyzing what the sentences and phrases mean by themselves. A study of contextual meaning would include interpretations of how speakers choose and compile their utterances depending on who they are talking to and when and where the communication is taking place. Investigating the relevance of what is communicated by non-verbal means and how close the relationship is between the speakers, respectively, informs us of how more gets communicated than by verbal means.

Online communication means that the participants must rely on what is said or written alone to extract meaning. This may mean that whatever is communicated has to be shared through the careful choice of what is said or written alone. When we participate in an online text-based communication, we type our responses and this can

be quite time-consuming. In addition, the extralinguistic cues that are present in face-to-face conversation are absent in a written conversation. Another important point to consider is that, when we write, we need to anticipate potential misunderstandings, which means we need to choose our words carefully so that the meaning is clear to the person/s with whom we communicate. Therefore, explicitness plays a major role in our communication as information that is ambiguous can be easily misunderstood [5].

A researcher looking at the characterization of such turns will still be required to do a considerable amount of linguistic work, but whatever its final shape the characterization must allow for the projectibility or predictability of each unit's end – for it is this alone that can account for the recurrent phenomenon of unpredictably exact speaker transition. There is one other feature of turn-units that researchers should be aware, namely, the possibility of specifically indicating within such a unit that the utterance is at its end and the next participant is invited to speak next. Techniques for selecting next speakers in this way can be quite elaborate, but include such straightforward devices as the following: "A question, an offer or request etc. plus an address term, assertion plus an address feature; and the various hearing and understanding checks, for example: *Who? You did what? Pardon? You mean tomorrow* etc. which select prior speaker as next" [6]. An important consequence of the system is therefore that it provides "independently of content or politeness considerations of an intrinsic motivation for participants to both listen and process what is said for the transition rules prior to next speaker selection should it occur, and the projection of upcoming TRPs" [6]. It is important to note that "although the phenomena of turn-taking is obvious, the suggested mechanism organizing it is not" [6].

The writer chose this research to be analyzed politeness theory presented by Brown-Levinson [3]. Based on the explanation above in this research, the writer would analyze the kinds of politeness principle and strategies in language in the speech done by President Jokowi in vlog #JOKOWIMENJAWAB.

The reason the writer took the President Jokowi as an object of the research because he is famous. Before he became head state of Indonesia, President Jokowi was a mayor of Solo and successful developed the region. Then, in 2012-2014, President Jokowi became a governor in Jakarta and, in 2014-2019 he became a President in Indonesia. Besides that, he is also phenomenal with the terms blusukan (Java), which already adhered to him. Moreover, his simple style and to the point when he speech that makes people interested. It can be seen in his style speech in vlog #JOKOWIMENJAWAB in which he talked about his hobbies, daily activities, and so on, with netizens. In this

research, the writer used politeness principles based on Searle and Brown-Levinson theory. The writer could find the kinds of communication function in illocutionary act in the speech of President Jokowi at the vlog #JOKOWIMENJAWAB and the writer found the effects or reactions from the netizens delivered by President Jokowi by using Searle's speech acts and Brown-Levinson's politeness theory.

2.2. Data collection

In this study, the method of referring to the use of speech acts by President Joko Widodo was achieved through the use of Vlogs downloaded from YouTube. Furthermore, the authors record the forms of the speech of President Joko Widodo in answering questions directly from several Indonesian citizens from various professions who delivered directly through Vlog #JOKOWIMENJAWAB. Methods of data analysis are in accordance with the data that has been transcribed by using the method *padan*. Decisive tool of the method is outside, regardless, and not part of the corresponding language (*langue*) [7]. Analysis of data was done by using the method of matching determine the death or identity of the object of research. The method of *padan* was used in the pragmatic method, in which the identifier of the person who becomes the speech partner. The determinant of this speech partner is marked when the person tells the sentence will cause a certain reaction action from the partner.

3. Results

After watching the YouTube video, writing and reading speech transcript, the writer presented the findings of speech act kinds according to the Searle theory, especially, the classified function of illocutionary act and perlocutionary act. The writer also presented the division of each utterance and type of speech acts.

In this discussion, the writer identified the data which was taken from the speech by President Jokowi at vlog #JOKOWIMENJAWAB by using Searle's theory as a technique of data analysis. In this study, the writer only examined three of the types of communication in the existing illocutionary act, which are declarations, directives, and expressives. The writer also examined the effects of an utterance that is a perlocutionary act. Table 1 shows dialogues between President Joko Widodo and netizens by vlog #JOKOWIMENJAWAB.

TABLE 1: Dialogues of President Joko Widodo and Netizens.

No.	Duration	Speaker	Utterance	Type of Speech Acts
1	00:09-00:26	Nur Hikmah Tahir, 15 years old	(1) I want to ask, many people are smart but have a bad character, but there are also good people but less in achievement.	(1) Declarations
			(2) Do you think it's better to be a good person or to be a smart person?	(2) Directives
			(3) Thank you	(3) Expressives
2	00:27-01:39	President Joko Widodo	(1) Waalaikum wa rahmatullahi wa barakatuh	(1) Expressives
			(2) Nur Hikmah in Bone Sulawesi. The question is how difficult it is, choose good people or smart people. Yes, it's better if we choose both. The person is smart and also good. What it means, we are smart but have a good attitude, have good ethics, have good character, have good behavior, decency, politeness in ... our daily life.	(2) Declarations
			(3) I think that needed what it needed. How useless ... clever but his behavior is ugly. Yes, right? This example likes to vilify others, likes to criticize others, likes to blaspheme others. Yes, right? Yes if I am ... I want our children are clever and have the attitude, attitude, good character.	(3) Declarations
3	01:40-01:53	Adelia Putri	(1) Hello, Mr. Jokowi.	(1) Expressives
			(2) My name is Adelia Putri, I'm 18 years old.	(2) Declarations
			(3) My question is what are the three proper words to describe Indonesia for a Joko Widodo personally?	(3) Directives
			(4) Thank you	(4) Expressives
4	01:55-03:20	President Joko Widodo	Adelia had asked three words to describe Indonesia. In my opinion, the first, great. That's a big population. 250 million. Big. Our island there are 17 thousand islands. It's also great. Indonesia is great.	Declarations
			Then, cultured. We know that the people of Indonesia are famous for its politeness, hospitality, and noble culture, we must continue to preserve.	Directives

No.	Duration	Speaker	Utterance	Type of Speech Acts
			Then, rich. We know all, the country of Indonesia is rich. We have large quarries, coal, nickel mines, gold mines, also forest natural wealth, marine resources, very large.	
			But remember, this great natural resource if not managed properly, will bring disaster. Be careful, this wealth must be well managed so as to bring benefits, prosperity for the people.	

3.1. The type of speech acts president of Joko Widodo

The type of speech acts in the dialogue through Vlog #JOKOWIMENJAWAB episode 2 with the theme "Leadership" obtained three types of speech acts according to Searle: the act of speech directive, declaration, and expressive. The three types of speech acts occurred in the speech of President Joko Widodo and the netizens who asked him questions. Nevertheless, the directive type of speech act through the speech of President Joko Widodo and netizens who ask have a different meaning. The netizens' directive speech directive was meant to ask the opinion of President Joko Widodo, while the speech directive directed by President Joko Widodo means to advise netizens to preserve the nature of Indonesia, mentioned by Joko Widodo, as a country which has big resources, and is rich and cultured.

3.2. Politeness strategies

In answering the questions of netizens through the vlog #JOKOWIMENJAWAB, the kind of politeness strategy utilized by President Joko Widodo is positive politeness, according to Brown and Levinson's politeness theory. The aim is to show the intimacy and closeness between a president and his people. The strategy of positive politeness emphasizes the aspects of intimacy, familiarity, solidarity, friendship, and good relationships between speakers and partners. The kind of positive politeness strategy that is done through the speech of President Joko Widodo is a strategy to increase the interest towards the speech partner, which is marked by the use of tag questions or specific phrases. This is mentioned in the following speech:

I think that needed what it needed. How useless... clever but his behavior is ugly. **Yes, right?** This example likes to vilify others, likes to criticize others, likes to blaspheme others. **Yes, right?**

4. Conclusion

As head of state, President Joko Widodo is very open and close to its citizens. This is manifested through a video blog or known by the vlog of President Joko Widodo in Vlog #JOKOWIMENJAWAB. Every citizen is welcome to convey various questions and answers directly by the president. When delivering the answer, President Joko Widodo is very careful in delivering his speech. This is intended to avoid mistakes in answering and anticipating the emergence of misunderstandings of partners that result in the emergence of conflicts, tangles, and disputes. For that, the principles of politeness and politeness strategy are very much considered by President Joko Widodo. The goal is to maintain harmony, politeness, and harmonious interactions with citizens so as to create a conducive, safe, and comfortable atmosphere.

Acknowledgements

The author has succeeded in finishing this paper and is greatly indebted to many people who helped him to finish this paper: (1) his second advisor, Prof. Dr. Djatmika, M.A., as the head of Linguistic Doctoral Study Program of Postgraduate Sebelas Maret University and as his second supervisor; (2) Prof. Dr. Sumarlam, M.S., as his first supervisor and (3) Dr. Muhammad Rohmadi, M.Hum., as his third supervisor. To all of them, the writer extends his deepest gratitude.

References

- [1] Yule G: Pragmatics. Oxford: Oxford University Press; 1996.
- [2] Mey JL: Pragmatics: An introduction. Australia: Blackwell Publishing; 2001.
- [3] Brown P, Levinson S; Politeness: Some Universals in Language Use. Cambridge: Cambridge University Press, 1987
- [4] Watts R.J: Politeness. Cambridge: Cambridge University Press; 2003.
- [5] Segerstad YH: Use and Adaptation of Written Language to the Conditions of Computer-Mediated Communication. Gothenburg: Gothenburg University; 2002.
- [6] Levinson SC: Pragmatics. Great Britain: Cambridge University Press; 1983.

- [7] Sudaryanto: Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik. Yogyakarta: Duta Wacana University Press; 1993