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Imam Sujoko

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The Politeness Strategy and Its Scale of Ahok's Statements as a Governor of Jakarta

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Abstract

The research discloses to the politeness scales and strategies of Ahok's statements as a Governor of Jakarta. To identify both, the data will be analyzed and presented qualitatively by using five (5) strategies by Brown and Levinson, and five (5) measuring scales rating of politeness theorized by Leech. The data that have been presented show that the strategies used by the speaker are mostly negative politeness strategies. The speaker emphasizes the advantages on the Speaker image only without paying attention to the Interlocutors. In the context of existing multi-lingual it shows that the form of the statements is mostly classified into declarative and assertive dominating the statements. On a scale of decency, it demonstrates that the authority scale often becomes the one mostly performed in the statements centering on less positive face. While the people's opinions on the strategy used by speaker are various. Several of them ignore the strategy and concern to the work result; and many others really concern to strategy used and it is a crucial thing to adapt to the social-cultural context. The negative politeness strategy is mostly used because the speaker emphasizes the advantages on the speaker image only without paying attention to the communicant. Therefore, the impact is polarity in both societies and something which breaks in the cultural politeness strategy commonly used among the persons who are in the duty for the nation. Both work result and social rules are important to be done.

Keywords: Ahok, Politeness, Strategy, Scale, and Statement

A. Introduction

Everyone in Indonesia, either children or adults, could be familiar with Basuki Tjahaja Purnama who is popular with his nick name "Ahok". His political career began as a member of Regional People's Representative Assembly (DPRD) of Belitung district of 2004-2009 from New Indonesia Party (PIB). One year later, after getting 37% more of the popular vote, Ahok served as a Regent of East Belitung. His career continued when becoming a candidate of vice governor in Jakarta governor election, paired with

Jokowi, and in that election, Jokowi-Ahok were elected as a Governor and vice governor for 2012-2017. In the middle of their period, Jokowi was considered by his party to join the Indonesian President election for 2012-2017 and he won it. After Jokowi resigned as the Governor of DKI Jakarta and was sworn as the Indonesian President, based on regulation Ahok substituted Jokowi and was officially sworn as a Governor of DKI Jakarta in the Presidential Palace on November 19, 2001 by President Jokowi.

Ahok's way in communicating his



policies when leading Jakarta is indeed “unique”. Mass media in Indonesia as if waiting for a “new surprise” that will be made by him, and it is certainly interesting to be put as *headline* in the media where they work. The reason is that rarely does a public official interlocutor have a style that is more “magical” than him. As a result, it often raises many reactions from various parties, either pro or contradiction for it.

That way in giving information in Linguistics-Pragmatics study is commonly known as *politeness* study which has been developing since the 1970s (Harris 2001) and the study is still interesting to discuss. Because the Pragmatics study is a relationship possess in a social and cultural nature which is dynamic, this study which is relating to the civility becomes a linguistic contemporary topic research that adorns.

Politeness Strategies are not as simple as only about how to show good manners towards others, giving priority to the elder, or not calling names to the elder (mostly in Asia), but also a quite complex to deduce the provisions that can be used by many individuals. It links to the various contexts or dictions used by speakers that refer to the social and cultural rules in the society. The speakers also should show a good attitude to the listeners or Interlocutors to make a positive response.

Generally, in doing daily social interaction, interlocutors would be able to accept and appreciate the information conveyed by the speakers based on the *self-image* shown by the *speakers* when they are talking. Negative or threatening facial expression shown by the speakers in the study of Pragmatic is named *Face Threatening Acts* (FTA). It is better if a speaker can show the facial expression that has a positive face or profile that is accepted by the Interlocutors. That act in the study of pragmatics is referred to as a *Face Saving Acts* (FSA) (Yule, 1996).

Moreover, Lakoff proposes two rules of politeness, which aim at minimizing conflicts in the social interaction: 1) Be clear and 2) Be polite (2011). Lakoff (Lakoff,

Robbin t. and Ide 2005) in the first review about politeness formulates politeness language which is based on the ability of pragmatics (*pragmatic competence*) that consists of two elements, namely, *be clear* and *be polite*. Both were taken from Grice’s province cooperation, which includes *be clear* elements namely: 1) Maxim of quantity, which provides information as required in the said event, but should not be given excessively; 2) Maxim of quality, which can only convey something that is believed to be the truth based on knowledge and evidence; 3) Maxim of relations, in which the information submitted should conform to the facts; 4) Seasons of manner, in which information submitted should not be confusing. Whereas, *be polite* elements are: 1) *Don’t impose*, by not pushing to the Interlocutors; 2) Give options, by giving some choices of information; 3) Make others feel good, that the speaker is friendly and has familiarity to the Interlocutors.

Besides, there is a name as speech act in politeness strategy by Brown and Levinson (1987) drew on Goffman’s idea of face and expanded upon Lakoff’s about politeness and Leech’s about the concept of *face*. This theory emphasizes the strategy of politeness language based on the theory of social Goffman. They divide the face into two concepts: 1) Negative face, which is the willing to deliver information to the Interlocutors without any resistance; 2) Positive face, which is the willing of speakers to be heard and appreciated. Furthermore, they also emphasize that in communicating, it should not only concerned with personal willing without regard to the wishes of the Interlocutors responses with a more positive self-image through the concept of face. And if it refers to Leech who approaches politeness from a more pragmatic perspective, it is categorized into *the irony principle* where this principle accounts for how the speakers can be perceived as being polite even though their intentions are impolite.

In the interaction, the first to be done by the speakers is the decision to use the

FTA or not (Thomas, 1995:169). So, when communicating, the speakers should make a politeness strategy to make a positive interaction with others. The choice of making strategy will be made based on the calculation of the speakers against the weight of the *FTA* by using the parameters as follows: (1) the level of necessity (*rate of imposition*), which is an absolute burden that becomes in effect in a certain culture; (2) *social distance* between the speakers and Interlocutors; and (3) the magnitude of power difference (*power*) or dominance among speakers and Interlocutors. So, when it formulated is $W(FTA) = R + D + P$ (Renkema, 1993:14).

1. Politeness Strategies

The theory related to the politeness strategy based on the face must be continually monitored during an interaction, because it will be different case, especially for the elder. During a conversation, face should be controlled to avoid miss communication. It is important to maintain not only one's own face but also the others (Fraser, 1990). Speakers and receivers must be able to "save face" when they are confronted with a "face-threatening act" (*FTA*), which threatens the faces of the addressees (Johnstone, 2008). Here are some strategies of politeness according to Brown and Levinson (Brown and Levinson 1987):

1. *On record, without regressive action, baldy or bald on record*

Commonly, this strategy is used when the speaker and receiver know well each other or in an urgent situation. In this case, maintaining face is not the priority or the main goal is only to the point of a conversation. A person may shout, "Watch out!" if someone looks at someone else who is in danger. This strategy does not try to preserve face, but can be used to threaten it if taken out of context. Another example also could be seen when a governor ordered his staff to enforce the rules or execute to the Government land illegally occupied by members of the public. This strategy also can be used by the head to

ask his men by "Do the execute the land!". This strategy may be followed by utterance such as ' help ' or can? This functioned to smoothen the *FTA* called *mitigating devices* (device deduction) (Yule 1996, 63).

2. *On record with positive politeness redress*

Brown and Levinson as stated by Grant (O'Keeffe, Anne, Clancy, & Adolph's 2011) mention that positive politeness oriented which threatens speaker's positive face. A speaker will show a positive image of the face to a friendly receiver or audience. Positive face is the approach of applying the impression on the face of the speaker on the certain things which indicates that he has the same desire with the audience. This strategy is by treating as a group member, a friend, or as someone who has the same tastes and desires in common.

Yule(1996, 62) defines positive politeness as the act with a more positive face of body art to speak it unfavorable to the speakers or audience or known as *a face saving act (FSA)*. The positive face of someone when speaking shows more friendly-ness which emphasizes that both want the same thing and have the same goal.

So, in this strategy threatening speaker's positive face and an equal should be considered can reduce threatening advance. The *face Saving Act* is where both show awareness of the social distance over the speakers to audience responses (Yule 1996, 61). It shows that *FTA* can be implemented with an action of save face using positive politeness that emphasizes on the rescue act which threatens speaker's positive face. Further, positive face relates to the familiarity between the speaker and interlocutor. Brown and Levinson cited by O'Keeffe and his friends (O'Keeffe, Anne, Clancy, & Adolph's 2011, 66 – 68) classified it into 15 positive politeness strategies:

2.1 *Heed the interests, desires, behavior, communicant stuff (Pay Attention to hearer's interest, wants, needs, goods)*

In this strategy speakers should pay close attention to the condition of the audience that could include physical

changes, the ownership of certain things, and so on. This strategy can be used for example when someone needs something from the audience, he begins with a prolog: "Today you look fresher than usual," and he continues with: "I'm needing an additional capital for my ventures, will you lent it?". The phrase "today you look fresher than usual" is a strategy used by the speaker. After impressing him, he continues into the speaker's points and expects the main points will be responded properly.

2. 2 Exaggerate interest in, approval of or sympathy with a hearer).

This strategy is used by giving an association with something impressing the audiences and expected can attract to the speaker's goals. For example: "your house is beautiful", and then it continues to the point. This statement describes the speaker's compliments to audience's house and expects the host became excited and honored. After the sociological conditions has occurred between both, then the intimacy of communication becomes more effective to communicate.

2.3 Enhance the sense of attraction to communicant (employ exaggeration and dramatic effect in your speech in order to interest and involve the hearer).

This strategy is to improve the audience's response that is initially less interested or likely to be indifferent to the information given by the speakers, be a better response. The way is by slipping the phrases and questions to invite the audience to be more involved in communication. For example: "Did you know what I saw in the middle of way here?" a truck slipped on side of the road". After the audience feels interested in the information given, the speakers can give more information to him, because an interest shows something to be explained.

2.4 Use in-group identity markers.

To break the limits between the speakers and the audience, the speakers can use this strategy by using mark identity, such as *Mas, Brother, Sist, Madam*, and so on, to soften the imperatives of power and make

closer between speakers and audience. For example: "My brother, can you help me repair my motorcycle?"

2.5 Strive to agree with communicant (seek agreement/make small talk)

On this strategy the speaker repeats some speech spoken by him to show that the audience is listening to speaker and the information spoken by him.

2.6 Avoid contention with opponents said (avoid disagreement)

The way of this strategy is the speaker should be trying to avoid disagreements with the audience because by doing this, the speaker tries to deliver information affectively. If there is event of refusal of information through set an ambush, then the information becomes less acceptable and understood thoroughly by the audience.

2.7 Find common ground.

In this strategy, the speaker tries to reposition himself into a state of feeling or the speaker tries to adapt with the perception among speakers and audience. Here, the speaker also tries to reposition himself to conditions that are felt by the audience. So, to make the similarities of perception and intonation between speakers and audience, it would be entwined a good, measurable, and directional communication.

2.8 Make a joke.

This strategy can be applied if the condition of the audience is not in a good condition or in a *bad mood*. Here, the speaker should understand in advance the condition of the speaker's mood shown through his face.

2.9 Assert or imply knowledge of and concern for a hearer's wants.

This strategy can be used when the speaker has enough information about the topic that will be said and also the audience. If not, the communication will not run well.

2.10 Offer, promise.

This strategy is used due to the existence of a limited time between speakers and audience, so the expected and objective communication have not been achieved. This strategy is also often used in the interactive

communication like in interview.

2.11 Show a sense of optimism (be optimistic).

This strategy can be applied to be able to contribute positively to the environment around the speakers. For example: "Although heavily defeated on this, but I believe God justice will surely come".

The example above shows an optimistic statement of a speaker who is actually difficult to accept the fact of life that cannot be avoided. Rather he keeps it in his mind, and convinces himself that there are surely all considerations behind. The speaker above uses behaviors that are able to reinforce his positive mental, so he knows how to overcome his pessimism that often stood through the spoken words.

2.12 Use inclusive 'we' form.

This strategy commonly uses the words 'let's or Come on ', for example: "Let's celebrate this moment by eating together."

The word "Let's celebrate" is an egalitarian form of someone who does not look at himself as a speaker who must be respected because of the structural organization position. Instead, the speaker would like to inform the audience as an equal one.

2.13 Give [or ask for] reasons.

The strategy is used to validate about any information requiring an answer and clarification so as not to be biased.

2.14 Assume or assert reciprocity.

The Act of this strategy is similar to the *bargain*. Both the speaker and audience will agree to do something based on the deal has made. The Speaker will do what the audience want, and also the audience will do what the speaker means.

2.15 Give sympathy to the audience (give a gift).

This strategy is used to provide comfort and trust to the social conditions against the audience. One of that is offering an assistance to the audience.

3. On record with negative politeness redress

The third Strategy is called a negative politeness oriented on the communicant or audience prepayment negative, i.e. the

desire of the speaker for unopposed, saddled, harassed, or exempted in accordance with his wishes (Brown & Levinson, 1987, 129). In addition, there is an explanation stating that negative politeness is an action oriented to face rescue face negative which tends to show respect and emphasis on the importance of time or the Affairs of the communicant, including even in apology for any inconvenience or interruption (Yule, 1996, 62). In addition, negative politeness can be done by giving homage (*deference*) to the interlocutor.

3.1 Speech expressed indirectly according the prevailing social customs in the community (be conventionally indirect).

This strategy makes us able to give indirect commands in accordance with the applicable norms at the local people. For other people, the less precise in speech could be the norm, but elsewhere the speech is considered legitimate only to communicate.

3.2 The strategy used in the form of questions with certain particles (question, hedge).

The use of this strategy is to know the State of the partner said, whether the partner said in a State of just listening to the things spoken by the speaker or not

3.3 Do carefully and don't be too optimistic, but not being pessimistic (be pessimistic).

This strategy is used to avoid too deep disappointment when a speaker is expecting a high response from the partner said. For example: "there may be a slight concern for you to help us get out of this difficulty."

From the example above, it can be seen the strategy used, in which the speaker at least still hopes, albeit slightly, that the partner said is able to respond to the expectations of the speaker.

3.4 Reduce power or threats to audience face (minimize the imposition).

By reducing the threat of facial speakers, it creates familiarity when speaking. In addition, it will create tension when the speakers amplify the threat of the look on the face to the partner said that finally the desire of the speakers is not achieved.

3.5 Give homage (give deference).

With a loss of self-esteem of partner said, it would have created an award to him which then partner said can respond to interlocutor with full attention.

3.6 Use apology (*apologize*).

The purpose of apology on this strategy is to show regret because the speaker speaks less pleasantly to the interlocutor of the speech act.

3.7 Don't mention speakers and partners said (*impersonalize*)

By not mentioning the name or initials of the speakers as well as partners said does not make the communication be frozen. As a result of the break off one of the parties said, the result of the mentioning names or initials can create ice and disruption of the process said.

3.8 State actions threatening the advance as a generally accepted social provisions (*Adopt an inclusive perspective*).

This strategy is used to provide a reminder to anyone for the creation of a joint comfort.

3.9 Nominalize

This strategy is the process of making the word into noun (noun) from part of speech other, generally adjective (adjective) or adverb (adverb). In the process, which is a type of *word formation*, it may be added derivational suffix on the *verb* or *adjective*.

3.10 Say clearly to the partners said that the speaker has given a good thing to him, or vice versa (*claim or disclaim indebtedness to the hearer*).

This strategy is used to increase the *power* or the position of the speakers so that the partners are said to want wishes from speakers.

4. Speak openly or not vaguely (*Off-record*)

If the third strategy was previously used to reveal a speech by way of outright, either without or with pleasantries, then the fourth strategy was conducted vaguely.

According to Brown and Levinson (1987:211), when a speaker wants to do an action threatening the advance (FTA), but wants to avoid responsibility for his act, then he can do it faintly (*off the record*) and let the

partner said to decide how to interpret speech delivered by speakers. Huang (2007:118) mentions that the strategy *off the record* can be done by giving verbal instructions (*verbal hint*) so that if used, then both partners will understand what the intention of the speaker.

4.1 Provide the cue (*give hints would*)

What is hinted in this strategy is if the speakers offer us something that is not explicitly relevant to the conditions that exist between speakers and partners said, he will indirectly ask the partner to interpret the things that may be relevant to the condition of the speakers at the time.

4.2 Provide instructions pertaining to (*give association clues*).

The goal of the use of this strategy is that the partner is fully able to understand what spoken about the conditions and situation over a statement spoken by speakers. And thus said partners can respond over a speech delivered by speakers voluntarily without any coercion from anyone to do it

4.3 Presuppose.

This strategy is used before the speaker says something, but he already has alleged against the response that will be received from the partner said, for example, at the time the offer as a form of habit in Indonesia to partner said.

4.4 Make a statement that shrink a person's ability (*understate*).

What is meant by *understate* in this strategy is to know one's judgment about other people. The assessment refers to assessment under someone's standards that apply in the community. As now revealed does not assume that someone is good.

4.5 Make statements that overstate (*overstate*).

Overstate strategy is a form of exaggeration that aims to convey an apology, criticism, or satire.

4.6 Use tautology (*use tautology*).

Tautology in this strategy is the use of looping the same meaning but using different words, The goal is conveying the reason, criticism, rejection of requests, or complaints

4.7 Use contradictions or conflicts (*use*

contradiction)

This strategy is used to assume that none of the spoken statements are true. This is because the speakers are not able to speak the truth in public. This strategy can also be used to deliver the complaint or criticism

4.8 *Speak ironically (be ironic)*

What is meant by *ironic* strategy is speaking the opposite of the truth. The strategy is delivered by providing points in the form of context, nasal honking, and gestures or understood by participant.

4.9 *Use metaphors (use metaphors).*

The strategy of metaphor is a speech that aims to reveal either directly or indirectly the situation and conditions in question by interlocutor.

4.10 *Use rhetorical questions (use rhetorical questions).*

This strategy aims to break the deadlock that indicates to the obtained information by the speakers. The spoken phrase is floating, which means that he does not need a response from the partner said.

4.11 *Use ambiguous (be ambiguous)*

In using them, this strategy is generally metaphor expression, but not all should be metaphor, depending on the context. It is meant to refer to the literal meaning of fact or otherwise, the speech expressed refers to the meaning that is not fact.

4.12 *Wear a vague speech (be vague).*

In this strategy, a statement is stated indirectly (*off the record*) with the face of a threatening (*FTA*), at work with a speaker disguising the object said to partner said.

4.13 *Exaggerate by making generalizations (over-generalize).*

The rules in this strategy indirectly apply the speakers face threatened to follow up through said partners said. This strategy can also be said to eventually lead to follow-up.

4.14 *Replace the intended receiver to the others (displace).*

On the strategy of indirect speech of the speakers (*off the record*) to receivers, it replaces the Interlocutors' partner said or said partners with other people and hopes that the

person who is aware of the *FTA* in question is intended for partners said. This strategy aims to let the partners said not frightened over the speech spoken by speakers. Generally this strategy aims to give wisdom to the partners said through the said objects that can be understood as a lesson for the partner said.

4.15 *Wear the speech is incomplete or ellipsis (be incomplete, use ellipsis).*

This strategy actually violates the thimble and thimble quantity behavior because of functioning follow-up to develop inviting receiver to be able to respond to what is said by the speakers.

Of the overall strategy, all of which aim to provide courtesy to attendees as well as speakers of both receivers in order to be able to communicate well so that the information in question can be achieved. Neither the desired information that otherwise could not be achieved due to the advance attitude makes no good response from participants.

5. *Negative Politeness (does not make any speech or speak in the heart (don't perform the FTA).*

As explained by Brown and Levinson (Languages and Clarke 2000) a speech has the potential to threaten a person's face. Therefore, the speakers can avoid threatening face with speakers by not doing the *FTA*. This strategy tries to minimize threats to the audience's negative face. An example of when negative politeness would be used is when the speaker requires something from the audience, but wants to maintain the audience's right to refuse, he can do this by being indirect, using hedges or questions, minimizing imposition and apologizing.

2. Scale of Politeness

There are at least three kinds of measuring scales rating of politeness which up to this time are widely used as a basis of reference in the study of politeness. The three scales include:

1 *Leech's Politeness Scale*

In Leech's model of politeness, every interpersonal maxim can be used to rank the

politeness of a speech. The following are scales of politeness by Leech (Leech 2014, 123 – 27):

1.1 Cost-Benefit scale: Representing the cost or benefit of an act to the speaker and hearer
This first measures the scale to large-small losses and gains arising from a criminal said. It is understood that politeness is not always symmetries, modesty with respect to the partner said, not necessarily convenient for speakers and the context is influential to follow civility said. Sometimes the speech is increasingly harming speakers themselves, and will be increasingly considered that speech is polite. Instead, the speech that is profitable for self-speakers will be increasingly considered impolite. In such case, seen from the view of the partners said, it can be said that the more profitable of the partners said, it will increasingly be viewed that no speech politeness in it. In this case, it requires wisdom from the speakers.

To maintain or improve civility statement, speakers can use the follow illocution stated by Searle in the Leech (Leech 1983, 105-7) and also Yule (Yule, 1996, 53 – 54) about the classification of acts said that also refer to Searle, follow to the speakers associated with illocution anyone?, according to whom?, when?, and where acts of said it done?. Searle said follow-up categorizes the illocution into five (5) categories, namely: 1) Assertive, the form said that expresses an affirmation of the truth revealed said. This category can be in the shape of statement, suggestion, complaint, claim, and reports. As with any form of illocution statements, it tends to be neutral as a form of courtesy. But in some cases, neutrality has exceptions in the form of a boast of something; 2) Directives, the form said that tends to be measured from the behavior of the partners said after listening to the speakers. Speakers expect the partners said to respond in the form of the action, in accordance with what is mentioned in the speech of the speakers; 3) Commisive, this demands that the speakers said do everything mentioned in what he said. These requirements may take the form

of the oath, promises, and the agreement statement; 4) Expressive, which is the form said that serves to show the attitude of the speaker to the partners said through follow up said. This category can be in the shape of giving thanks speech survived, apologizing, blaming, praising, and speech of grief; and 5). Declarations, the form said that balance reasonably between the content and the context of the situation. It is intended for the speakers to speak differently than usual. This category can be in the shape of any termination, cancellation, prohibition, legalization, fulfilment, categorization, etc.

1.2 The Optionality scale: Indicating the degree of choice 'permitted explosives to speakers and/or hearer by a specific linguistic act

This scale refers to many or at least options conveyed by the speaker to a partner said in the speech. Increasingly it allows speakers of speech or partner said to determine the numerous choices freely, which would be considered the more polite.

1.3 The Indirectness of scale: indicating the amount of inferencing required of the hearer in order to establish the intended speaker meaning.

This scale refers to the rank of direct or indirect mean of a speech. The more speech will be increasingly considered directly impolite on it.

1.4 The Authority scale: representing the status of the relationship between speaker and hearer.

This scale refers to the relationship between the social status of the speaker and said partners involved in speech. The farther the distance between speakers of social ranking with partners said, the more polite the speech used will tend to be.

1.5 The Social distance scale: Indicating the degree of familiarity between the speaker and the hearer.

This scale refers to the rank of social relationship between the speaker and said partners engaging in a speech. There are concern that the closer the distance between the two social ranks, the increasingly less

polite it will be.

3. Civility and Context

Politeness or civility is a dynamic society associated with the unwritten Convention. The use of said is not only linguistic functioning, but also serving as a social meaning. The appropriateness of the use of said on the appropriate context conditions and situations become a necessity by the speakers. The use of said inappropriate in the context of the necessary presumption will occur that causes Frost communication situation.

Although politeness discussion does not equal to the using of the presence expressing to the formal distance and an appreciation for people who is older; however, in certain contexts it remains valid.

In Indonesian, the use of the word “you” with the word “you” will have different social meaning for the interlocutor. When compared in English, the words “you” and “your” are still represented with the word “you” which both are equal. Yule (1996) divided it into 4 civilities contexts:

1. Context of Participants

Politeness is the development happening on the pragmatics of science and of course dealing with the study of communications. In a communication it will certainly involve speakers who do said, partners said as the recipient said, and as an object discussed. This context will depend to third party of interlocutor. In other words, these three *instruments* will affect the level of both modesty and clarity of communications on events spoken as a pragmatic level.

2. Context of Definition

The definition by the partners as the understanding of spoken submitted by receiver will be very important in the process of communication. The definition of inappropriate that will be stated by the speakers in question will cause the *missing link* in the process. Then of course, the speaker is very influential towards the context. Politeness is the phenomenon of

pragmatics, and it is affected by the context.

3. Context of Background

The ability to understand more deeply against the conveyed speech that is understood by speakers will be effected also by the background of partners said. The background will be very complex. Scheme partners said as information that has been gathered since the partners said was born can be a context definition of a said.

4. Context of Distance

This context needs clarity and can be responded by the partners said. The articulation that is different on each speaker will require distance which corresponds to the articulation that is submitted by the speakers. Close proximity does not necessarily guarantee the partners said that can be used by partners to deliver in accordance with the intentions of speakers, or vice versa. However, in the wider meaning, the distance can also mean socially. The distance of the strata, age, education, and so on can be a context effecting the success of the process said. In addition to the context—the context described above, there is also the context of the generally valid on events spoken, such as the context of the social and cultural context.

5. Context of Social

Social distance in fact is undeniable in the process said. Determination of formulation of politeness depends on social distance and power between speakers and partners said. Determination of formulation of politeness that is less precise because of the social context will affect the success of a process said. When the context in the form of social distance reduces, it also reduces negative politeness that arises due to the distance. Social distance is generally in the form of a level of familiarity, the difference in status, role, age, gender, education, class, occupation or ethnicity. Although in theory it becomes obsolete, in the context of pragmatic the issues becomes inevitable that cannot be denied.

6. Context of Cultural

Culture is a fastener that is not written as one of the context of decency said in the

community. Cultural differences will become a selection step said that should be done by the participants said. By understanding the prevailing culture handy world, will make it easier for someone to be understood in the context of said.

B. Methods

This is qualitative research where the data have been collected in order to find the information and conclusion with verbal describing (Bruce, 2004). The collected data have been analyzed by applying the theory about the politeness theory by Brown and Levinson (1987). The analysis used is *componential utterance* (Languages and Clarke 2000), that examines the meaning of interpretative (pragmatics) and the value of the sentence based on context and situation of statement.

This research is located in Jakarta, with the characteristics of the speech or communication language of Ahok as the Governor of DKI Jakarta. The sample of the data are randomly taken from media online related to the statement of Ahok containing pragmatic aspect.

It reveals some questions: 1) politeness Strategies used by the speaker in conveying information regarding to public policy as a governor; 2) follow up politeness Scale of Ahok said in presenting his policy directions as the Governor of DKI Jakarta; and 3) public responses to those strategies and scale considered.

Moreover, to find out the people's responses to the governor's statements strategy, it uses some qualitative approaches through interviews and by using the results of a survey that has been done by some independent survey institutions such as LSI (Indonesia Circle Survey). The survey has made scientific *sample* through the appropriate rules of *probability sampling* in DKI Jakarta. This is done to know the responses of the people towards the performance of Ahok as a governor.

C. Results and Discussions

Here, the data are presented into 9 data collected randomly. This is done to provide an objective data, so that the results of this research can contribute to the academic research and social study as follows:

Data 1

Statement: *"Saya tidak terlalu percaya dengan Sekda. Saya curiga pas saya enggak jadi gubernur atau cuti, hilang lagi ini pasal kontribusi tambahan. Saya curiga ada kesepakatan nanti," kata Ahok di Pengadilan Tindak Pidana Korupsi* (I don't really believe in the Secretary. I guess, when I leave the position as governor either permanently or temporarily, the regulation about an extra contribution that I have signed will be deleted. I guess there will be an informal agreement behind that)" Ahok said in the Criminal Court of Corruption, Jakarta, Monday (5/9/2016).

Response: *"Itu hak orang untuk memberikan keterangan, pantas atau tidak. Dipolitisir apapun itu, tergantung yang bersangkutan," kata Saefullah, kepada wartawan*" (it is the people's right to give information, either appropriate or not. Any political will behind it, depending on the people", Saefullah said to the reporters at City Hall, Jakarta, Monday (6/9/1999).

Signal Statement : ("I don't really believe", "I guess")

The type of the Act : Assertive

FTA : Act which threatens the audience's negative face (warning)

Strategy : On Record without redressive action

Topics : Additional

Contributions in the reclamation of Jakarta Sea

Social status : Governor of Jakarta for 2014-2017

Implication : Financial irregularities concern will occur, Ahok is unhappy to the Secretary work

The scale : The Authority scale
Context : Audience

The signal statements “I don’t really believe” and “I guess” are categorized into a *declarative* one used by the speaker to the interlocutor. This signs indicate that the speaker believes in the truth that he said. Meanwhile, the speaker uses *On Record without redressive action* strategy to show his suspicions and unbelief to his subordinates. It seems that the desire to maximize his speech and minimize the desire of the speaker to respect to the audience. It is indicated that he wants to allow what he wants to do without any bother.

Further, if analyzed to the concepts of *speaker face* in front of the public, it can be seen that the speaker indirectly warns the secretary as an object of speech to improve his capacity. The speaker also has a desire to do it without being bothered by others. It also shows that speaker has a desire to be independent and has freedom in the act.

All are because of the condition where the secretary proposed to the Legislatives Board to put an additional contribution in Governor Consideration, not in the Legislative. So, with this proposal it assumes that it can be changed sometimes. Because Legislative consideration is higher than governor one, at the time Ahok agreed with it because there is no regulation about it yet.

The social status between the speaker and the secretary as the topics discussed is the superior and subordinates. It could be said that the speaker act which threatens speaker’s negative face to the secretary. The speaker saying directly and openly shows the speaker’s negative face.

By using the authority of the speaker as the boss, it can be seen that the *authority scale* occurs. The speaker does not have the social impact as a public figure by the system. So, the achievement of target information to the audience is a priority than to maintain the audience’s right to refuse.

The context of meaning interpretation is a base of using this strategy. The position

the speaker and the secretary as his staff is between the boss and the staff. This is because the position of Secretary is a civil servant (PNS), the number one in the hierarchy of provincial Government of DKI Jakarta who must support for the Governor’s program. This means that the speaker would like to ask the secretary to improve the quality of his work.

Data 2

Statement: “*Crisis Center itu akan memetakan bidang pekerjaan warga,*” kata Sandiaga.” (..The Crisis Center will map the people’s jobs,” Sandiaga said).

Response: “*Ya bikin aja, bagus gitu*” (“I agree with that, just do it. That’s a good thing”), Ahok said at City Hall, Jakarta, Friday (2/9/1999).

Signal Statement : “Just do it”, “that’s a good thing”

The type of the Act : Assertive

FTA : Threat to speaker’s negative face (accepting offer)

Strategy : Off-record

Topics : a plan of one of the prospective candidates of DKI Governor to build a *Crisis center* for the people of Rawajati, Pancoran-South Jakarta

Social status : Governor of Jakarta for 2014-2017

Implication : The evictees at Rawajati is beyond the law or legal

The scale of politeness: *Indirect Sacle*

Context : Planning to make a crisis center caused by the fire.

From the lingual sign it shows that speaker confirms that he is indeed less pleased over the plan. The word “aja or just do it” and “bagus itu or that’s a good thing” implicitly asserts his unpleasant against a plan of one of the prospective candidates of Jakarta, Sandiaga Uno to build a *Crisis Center* for the people of Rawajati, Pancoran, a region in South Jakarta.

With the face which reflect a desire to express one’s idea without resistance, the speaker implicitly does not care with the audience’s responses. He only wants to show

his unpleasant by using off record strategy.

The strategy used by the speaker shows throw lingual sign he uses. "Just do it" and "that's a good thing" are the phrases to imply the real desire he has, unpleasant. The speaker pretends that he agrees with the audience's offer. As a result, his face is not directly threatened. The word "that's good" shows that the speaker tries to interpret what he spoke. He tries to impress the audience by his statement by showing an act which threatens speaker's negative face which is oriented to the negative face of audience, where the desire of speaker does not impose on the audience. Here, the Speaker also tries to rescue the face oriented face negative which tends to show respect and emphasis on the importance of time or the Affairs of the third as the audience.

As a political rival in the election of 2017, both certainly have a political impact on the image of them. The using of this strategy is an action that is quite right, because the created image to the audience results in a positive impact to the voters.

Thus, the scale is classified into *indirect scale*, because the speaker tries to show an indirect point of speech of him, and because of that, the audience try to assume to the speaker's point. The speaker will also assume to the reaction that will be made to the speaker.

The background becomes a context of this statement. The indication is shown in the utterance "just do it" and "that's a good thing" which reflects to the unpleasant to respond to the the plan. And because both speaker and audience are politicians, the political purposes are containing to the pan.

Data 3

Stament: "Saya mah bersyukur banget. Justru saya harap Sekda sama Bu Sylviana bisa maju supaya mereka bisa berhenti, enggak usah saya pecat,"(I am really thankful for it instead. Thus, I hope both Secretary and Sylviana are able to join the election, so that they do not need to be fired by me), Ahok said at City Hall, Jakarta, on

Monday (6/9/1999).

Response: Saefullah: "Saya pasrah saja. Enggak bermanuver ke sana ke mari" (I submit to it. I never make a maneuver to any kind of parties for it)," Saefullah said, on Friday (19/8/2016).

Sylviana: "Kebetulan saya banyak tugas di sini (sebagai PNS). Enggak sempat ketemu partai. Saya di sini sebagai Deputy Gubernur. Yang jelas saya dari dulu pelayan masyarakat," (as a civil servants, I have many tasks here, so I have no time to meet any kinds of party. I just do my job as a Governor Deputy. Clearly, I have been a civil servant since long time ago. "Sylviana said. Signal Statement : "I am really thankful", "Instead", "do not need to be fired"

Types of acts said : Declaration

FTA : Threat to speaker's negative face (accepting thanks)

Strategy : *Off-record* (give hints)

Topics : the information about his subordinates, Saefullah and Deputy Governor Sylviana Murni who will join the 2017 election

Social status : Governor and his subordinate

Implication : the presence of disappointment performance against both

The scale of politeness: *Indirect Scale*

Context : Meaning

From the lingual sign "I am thankful", it indicates to *Declaration* where the speaker thanks to both, if they want to join the 2017 Jakarta election because it means that the speaker does not need to make a big consideration without any resistance, both in administration and in politics. But if it refers to "do not need to be fired", it shows that the speaker gives a hint to the audience that the speaker is unhappy with the work achievements they have been doing. The political conditions would certainly be a consideration as a consequence of public office contested through the direct election.

The use of the word "Sekda" and "Bu" shows the context of formalities in this act.

Although the image of negative face is shown by the speaker, the speaker is still trying to act by threatening speaker's positive face. The indication where both his subordinates use BAMUS as their interest is the background of using this strategy on this act.

This act is classified into *indirect scale* where weighs how hard the audience must work to understand the speaker act. Could be the speaker allows them to resign without resistance, or could be this act is an indirect order for both to resign. The sign words "I am thankful" also shows the existence of a meaningful definition of context, reveals or opens a promotion to the others as civil servants for their career.

Data 4

Act : "Saya kira kalau kontribusi, Agung Podomoro kontribusi ya, dan mereka juga termasuk pengembang yang paling komitmen bayar kontribusi itu (if talking about contribution fee, I think Agung Podomoro is the most committed developer for that)", Governor said when responding to the verdict of Agung Podomoro boss at City Hall in JAKARTA, on Jl. Medan Merdeka Selatan, Central Jakarta, Friday (1/9/2016)

Signal Statement : "the most committed developer"

Types of acts said : Declaration

FTA : Threat to speaker's positive face (accepting offer)

Strategy : *on record with positive politeness redress*

Topics : liability of developer contributions

Social status : Governor of Jakarta for 2014-2017

Implication : the satisfaction of service users

Context : the background

The scale of politeness: *Indirect Scale*

Lingual sign marker "the most committed developer" shows a declaration, recognition of the speaker to the object act. The topic was discussed based on a three-year (3) imprisonment verdict and fines of Rp 200

million sentence to the former President Director of PT Agung Podomoro Land (APL) Ariesman Widjaja, who is proven to have bribed to the DKI Jakarta legislative member, M. Sanusi of Rp 2 billion for deliberations of the regulation (Raperda) about reclamation. The Tribunal judges considers that PT APPS has already contributed to Jakarta so that the verdict was commuted from the prosecuting attorney demands, of 4 years in prison and a fine of Rp 250 million. Some of that commitment can be seen from a number of contributions to APL, such as flat of Daan Mogot, flat of Muara baru, and reconstruction of Pluit reservoirs.

In this act, the speaker shows a positive politeness to minimize the threat to the audience's positive face. The speaker did this by attending the invoking equality and feeling belonging to the Podomoro as a group. The speaker also wants to show that the verdict is fair enough because APL has contributed to the construction of Jakarta. It also shows a declaration of satisfaction from the first party to the third party in procurement service provider. The speaker tries to treat the object as a member of the group said, a friend, or as someone having the same tastes and desires in common.

The context of interpretation is behind this act. The context is also becoming increasingly clear that the speaker agrees with the verdict being given by the judge to Ariesman.

The scale used in this act is categorized into indirect scale. The speaker seems to avoid a direct statement to show his neutrality as a governor who must facilitate the whole parties and stakeholder who care and want to develop Jakarta.

Data 5

Statement: "Saya selalu katakan, malah saya mengundang semua kepala daerah mengadu (bertarung) di Jakarta, supaya Jakarta mendapat yang terbaik dari yang terbaik, (I always say, in fact I invite all people who have capacity to fight in the election for Governor of Jakarta (2017), so that Jakarta

has the best elected governor)”, Ahok said at City Hall, Wednesday, August 31, 2016.

Signal Statement : “I invite to all”
Types of acts said : Declarative
FTA : Acts which threaten
Speaker’s negative face (accepting offer)
Strategy : (*on record with positive politeness redress*)
Topic : a survey results of
Study Populi Center
Social status : Governor of Jakarta for 2014-2017
Implication : the challenge to fight in Jakarta elections of 2017
Context : meaning
Politeness scale : Indirect Scale

“I invite to all” as a lingual sign refers to the declarative addresses, where Ahok challenge to anyone who wants to fight in Jakarta. As a governor and with the authority he has, Ahok has no authority to invite anyone referring to the election. But, as a citizen, he can do anything beyond the regulation. The authority to do the electoral process areas (of the elections) is a Regional Electoral Commission (KPUD), including inviting the prospective candidates. In other words, the lingual sign seems to negate an unwillingness to respond to the results of a survey released by the Institute of the study of Populi Center on Tuesday (30/8/2016), where the results of a survey stating if Ahok *head to head* with Tri Rismaharini, Ahok will still win.

“I invite” also shows a positive face image with speakers showing that he is attempting to establish a partnership to the audience for the effective communication process. This is supported by other statement that according to Ahok, during the campaign, the most important is how to educate the public in politics. Positive Politeness that is the approach of applying the impression on the face of the speaker that on certain things, the speaker also has the same desire with the audience that is by treating as a group member, a friend, or as someone who have the same tastes and desires in common.

Meaning is the context of this statement. It is reflected through utterance “all the

district head”. This statement indicates that all the participants of the election are “the district head”, but the fact is the potential participants of the election do not all serve as head of the region. Otherwise, here Ahok as a candidate challenges to anyone who has capacity to join the election. Here it is also reflected that he has a strong confidence to win the election. The alternative statement could be said “all potential nation element”. He also suggests never to choose the candidate because of his religion, relative, gender, race, and so on. Choose the candidate because of his capacity.

This scale is categorized into the *Cost-Benefit scale* because the speaker measures large-small losses and gains arising from said that he would convey. The speaker likes to earn advantages against him through the election going to be followed by qualified candidates. In other words, the speaker likes to win the election respectably by beating the potential candidates. This strategy of course has been measured through the ID Collection Act by his winning team. The speaker has calculated against the political support showing that the numbers are good enough to beat the other candidates.

Data 6

“*Mudah-mudahan banyak yang melanggar, langsung tilang, (dikasih) slip biru (denda) Rp 500 ribu, lumayan. Kalau seribu mobil, Rp 500 juta sehari* (Hopefully many who violate, directly ticketed, (given) the blue slip (fine) Rp 500 thousand, passable. If a thousand cars, Rp 500 million a day),” Ahok said at City Hall, Monday, on August 29, 2016.

Signal Statement : “Hopefully”
Types of acts : Assertive
FTA : Threat to speaker’s negative face (accepting offer)
Strategy : Speak not blatantly or vague (*off the record*)
Topic : Regulation of odd-even system
Social status : Governor of Jakarta for 2014-2017
Implication : Do not break the rules

Context : The Definition

Scale : Indirect scale

“Hopefully” indicates an affirmation to the traffic offenders for beginning Jakarta Even-Odd Traffic System trial. All the traffic violators will be dealt with in accordance with existing rules, namely fines of Rp 500,000. The utterance above is also as an affirmation to the offenders that their offense will benefit the government earning, Jakarta locally-generated revenue (PAD) which will get an extra PAD through that fine.

By using the strategy to speak indirectly or not vaguely (*off the record*) it assumes that the statements stated will be literary based on stated or there is an implication rhetoric as the real meaning purposed. The implication implies that the speaker hopes the drivers will obey the rule to avoid the fine. This is because the speaker urges for the common benefit and it can be commonly understood that the violation should not be done. This strategy is also to indicate a complaint or criticism to the violating road users. The Penalties of the system would be enforced on Monday, on August 30, 2016.

Even-Odd Traffic System trial had been conducted since July 27 to August 26, 2016. During the trial, the police only gave sanctions in the form of reprimand. No less than 16,086 reprimand were given to offenders during the socialization. The lingual sign “Hopefully many people who break it” implies unreal message. This is backward with the speaker means. The definition implies that the speaker wants that the drivers do not break this regulation.

The scale contained in the statement above is categorized into the *Indirectness scale* because it refers to the rating of direct or indirect statement. The statement does not directly aim to indicate the politeness to the audiences to the topic. Currently, the Even-Odd Traffic System is being enacted in sections of the main roads, along the road of Thamrin-Sudirman-Gatot Subroto Street, and parts of H.R. Rasuna Said at 07.00-10.00 and 16.00-20.00.

Data 7

“*Mana ada saya jadi cawagub. Cagub dong. Kuda yang baik adalah kuda yang tidak akan makan rumput di belakangnya. Kalau sudah maju, maju terus,*” (It does not make in sense if I become a vice governor candidate. A good horse is the one that won’t eat the grass behind him. Once stepping, go ahead)”, Ahok said after inaugurating the “Rumah Lembang” as his campaign base during the election process, in Menteng, Central Jakarta, Thursday night, on August 25, 2016.

Signal Statement : “does not make in sense”, “go ahead”

The type of act : Assertive

FTA : Acts which threaten the audience’s positive face (criticizing)

Strategy : Speak directly without further (*Bald on-Record*)

Topic : Feedback statement of Indonesia Democratic Party (PDIP) politician, Masinton Pasaribu who stated that Ahok is better becoming a vice Governor if he wants to be carried by PDI-P party.

Social status : Governor of Jakarta for 2014-2017

Implicates : Becoming a governor candidate or not at all

Context : The background

The scale of politeness: *Indirect Scale*

The lingual sign “not make in sense” and “go ahead,” indicates an *Assertive*. The information implies containing strong information that Ahok will continue to become a governor candidate on the 2017 election with or without support from PDI P. This statement also contains a claim or declaration of the party which has supported him. The statement also contains a *bald on record* strategy used by him. The indication can be seen that the speaker did a speech directly *to the point* without the use of any kind of presuppositions or lengthened

statement that made the audience taking time to be able to process further to what the spoken means.

However, the continuation of the statement with “a good Horse is the one that won’t eat the grass behind him” indicates that the speaker is using a strategy that is not blatantly Speak or is vague (*off the record*). The Speaker tried to let the audience to decide how to interpret his implied utterance. From the event of the statement, it is seen that the speaker uses a *metaphor* as a strategy to convey the message indirectly to the audience.

The statement above is influenced by the *background* as the context which refers to the ability to understand deeper against the message conveyed. The background is very complex, so the diction will be used is naturally different. Speaker’s schemata collected as the source of information since he was kid can be a context influencing the statement. One of the party member stated that Ahok is more suitable to become Deputy Governor than a governor if he wanted to be carried as the candidate from his party.

When the speaker uses the metaphor above, it demonstrates *The Indirectness of scale* indicating the amount of inferencing required of the hearing order to establish the intended speaker meaning. The using of metaphor above refers to his immediate ranking or indirect meaning of the statement. The categories of scale also interpret that the speaker has a goal to keep the principle of politeness in the speech act.

Data 8

“Ya, memang. Makanya kami mau belajar dari Bu Risma. Bu Risma menata itu butuh tahun yang lama. Bu Risma kebetulan (pernah menjabat) dari Kepala Dinas Kebersihan dan Pertamanan, lalu Kepala Badan Perencanaan Kota Surabaya, lalu Wali Kota lima tahun. Itu sudah di atas sepuluh tahun itu. Di Jakarta, ada 2.700 kilometer trotoar yang harus total kami bangun. Kasih saya waktu. Saya beresin. Sekarang sudah beberapa prototype kami punya.”(Yes,

indeed. That’s why we want to learn from Bu Risma. She needs a long time to do that. She has been making it since the head of the Department of hygiene and Landscaper, then head of the Planning Board of the city of Surabaya, and mayors of five years. It’s been more than ten years. In Jakarta, there are 2,700 kilometers pavements to be fixed. Give me time, right now, we already have got the prototypes for it)

Signal Statement : “Yes indeed”, “that’s why we want to learn”, “right now, we had already got the prototypes for it”

The type of Act : *Assertive*
FTA : Acts which threaten Speaker’s positive face (Accepting confessing)

Strategy : On record with negative politeness redress

Topic : The condition of the pavement Jakarta and Surabaya.

Social status : Governor of Jakarta for 2014-2017

Implicates : The extent of the area that was treated should

Context : The background

The scale of politeness: Indirect Scale

The word “Yes” denotes an affirmation of the speaker who realizes the fact that the condition of the pedestrian in Jakarta has not been as good as in Surabaya. This is also corroborated by the following statement: “that’s why we want to learn” that shows a positive image of the speakers to the audience.

By calling the name “Bu Risma” it indicates the existence of respect to her as the object of statement. However, on the other hand the speaker uses *on record with negative politeness redress* strategy which is the speaker states frankly with pleasantries in the form of negative politeness. It can be seen from the statement “In Jakarta, there are 2,700 kilometers pavements to be fixed up” which means that in Surabaya the pavements are neat because the width is not equal to

Jakarta, or smaller than Jakarta.

As a negative politeness, it is oriented on the speaker negative prepayment where he wants to be unopposed, saddled, harassed, or exempted in accordance with his wishes. Here, the speaker considers using *on record with negative politeness redress* strategy to save the oriented negative face which tends to show respect and emphasis on the importance of time or the affairs of the speaker.

The statement “that’s why we want to learn” also reflects the existence of statement strategy expressed indirectly according the prevailing social customs in the community (be conventionally indirect). It indirectly implies that the speaker proposes to the audience making appointment for the meeting to discuss what the particular way to construct pavements. Although compliance with the norms, the submission should be delivered in written, but on the other side the speech is considered legitimate or normal to be revealed.

In order to create a success in the construction process of statement, then there should not be an imposition in that process because there will be an “ice” situation resulted from the successful communication. Formally, the diction that corresponds to the level of formality is urgently needed.

The ability to understand deeper to the information is stated deeply against to the cognitive background of the speaker and it will be very complex. Construction of sidewalks or pedestrian in Surabaya, which is considered better than the sidewalk in Jakarta becomes the context behind the definition of the statement background.

If referring to the direct or indirect rank, it can be said that the statement above fits into *the scale of Indirectness: indicating the amount of inferencing required of the hearer in order to establish the intended speaker meaning*. This is meant to avoid the lack of compensation when the above statement is directly compared to the achievements reached by the total area. For example, the statement being said above “Bu Risma

could organize the sidewalk because the area administered no bigger than a South Jakarta”, if it is directly spoken of course, then the statement is categorized as impolite.

Data 9

It took two periods?

“*Saya enggak usah dua periode. Tahun ini juga kelihatan sampai Oktober. Minimal prototype jalan utama kamu sudah lihat beda. Supaya kamu mengerti, sebenarnya ada modelnya... (I don’t need taking two periods. On October of this year, the works will be seen. At least you’ll see difference on the prototype of main streets. To make you understand, there is actually a model for it.)*”
 “*Sekarang saya wajibkan bikin model ada trotoar, (dengan pakai) semen aja. Saya enggak mau (pakai) keramik, enggak mau batu alam. Itu nanti pakai main disemen tetapi ada juga beberapa daerah yang musti ada resapannya.*” (Now I order to make a model of a sidewalk (with) the cement only. I don’t want to use the ceramics and also natural stone. Later it will use cement to make strong and adapted for the area which has absorption.

Signal Statement : “I don’t need taking two periods”, “Now I ordered to make a model of a sidewalk (with) the cement only”, “That’s why we ordered from Japan”

The type of Acts : *Assertive*

FTA : Threat to speaker’s Negative Face (Accepting an offer)

Strategy : Speak directly without any further interruption (*on record*)

Topic : the condition of the pavement in Jakarta and Surabaya.

Social status : Governor of Jakarta for 2014-2017

Implication : the extent of the area that was treated

Context : the background

The scale of politeness: *Authority scale*

The signal statement “I don’t need taking two periods”, “Now I order to make a model of a sidewalk (with) the cement only”, and “That’s why we ordered from Japan” are *assertive* acts indicating that he estimates

the work will be done before his position as Governor ends.

The context of data 9 shows that negative face remains indicated by the speaker to the audience. This indicates that the speaker is only passing on information without regard to the audience. The strategy used by the speaker is speaking frankly with the pleasantries in the form of negative politeness (*on record with negative politeness redress*). This implicates looking of the existing in the form of an assertive statement.

As a negative politeness oriented on the negative communicant prepayment, it desires the speaker for unopposed, saddled, harassed, or exempted in accordance with his wishes. The speaker is seen using *on record with negative politeness redress* strategy. This is done to rescue the negative face oriented which tends to show reverence to the speaker himself.

The statement “that’s why we ordered” also implies the existence of the strategy which is directly expressed (*bald record*) and intends to inform directly that Jakarta is joining cooperation with disabled of Japan organization to make sidewalks, so disabled will be more comfortable. The speaker uses this strategy by speaking directly *to the point* without using presuppositions or lengthened statements that make the audience need taking more time to respond the spoken.

If seen from the existing scale, the spoken goes into *the Authority scale: representing the status of the relationship between speaker and hearer* where the spoken refers to the social status of the relationship between speakers and hearer or audience involved in communication. In this case, submitted to power of the speaker as the head of the region.

Behind the strategy used by him, it contains some campaigns to work properly. The used strategy implies not merely without meaning, but rather has to call all of the staff in Jakarta order to change of the paradigm as the civil servants to be more agile and ready to serve the people of Jakarta because they have earned income with a quite high salary.

The strategy he uses implies the message that people need to work together. Floods, public transportation, and land-use are some issues that need to be resolved by anyone who leads Jakarta. It also implies the elaborating between rhetoric and action.

If analyzed from postmodern realm, every word and every statement imply that they are inseparable from the flow of life. So, when he used *Bald on Record* strategy, it can be interpreted that he was spilling the community concerns and at the same time he was contending discourses based on the fact in the past (a matter of mass transport problem and flood) and based on his campaign tagline “new Jakarta with more modern and democratic.

Meanwhile, the strategy used by Ahok needs to be changed or corrected to be more mannered appease either to the people or to Jakarta People Representative Board (DPRD). This question emerged to the forefront when the Chairman of the DPRD DKI Prasetyo Edi Marsudi suggested that Governor should change the style of communication. The style here can be considered as the strategy. “In the future, Mr. Ahok should be more polite in your being. His statement also must be maintained,” said Prasetyo on Monday (17/11). “So Mr. Ahok is right, but the way to speak was wrong,” he said again.

No matter he understands or not with the academic discussion, the way he speaks is sourced from real-world context (authentic), not from the context of the world that is fabricated. Whether he understands or not, in practice he was hooking other people as opposed to talk, as opposed to a part. It can be concluded that the strategies orient not only to himself but also to the presence of others because the other people need to be appreciated through the way to talk. However, this seems difficult to be realized, because he ever stated that actually he could not change the strategy he has been used. It has become a part of his character. This is reflected in his statement: “I’m sorry, Mr. and Mrs., I honestly can’t like Mr. Jokowi by

referring to eat first and chat here and there. So, I can't. If Mr. and Mrs. are breaking the rules, I am really sorry, we will dismantle your house, " Ahok said while talking with people of Bidara Cina, East Jakarta, Wednesday (18/11).

D. Conclusion

From the data that have been presented, it shows that the strategy used by the speaker are mostly negative politeness strategy. The speaker emphasizes the advantages on the Speaker image only without paying attention to the Interlocutors. In the context of existing multi-lingual, it shows that the form of the statement is mostly classified into *declarative* and *assertive* dominating the statements. On a scale of decency, it demonstrates that the authority scale often becomes the one mostly performed in the statements centering on less positive face. While the people's opinions on the strategy used by speaker are various. Several of them ignore the strategy and concern to the work results; and many others really concern to strategy used and it is a crucial thing to adapt to the social-cultural context. The negative politeness strategy is mostly used because the speaker emphasizes the advantages on the speaker image only without paying attention to the communicant. So, the impact is polarity in both the societies and something break in the cultural politeness strategy commonly used among the person being in the duty for the nation. Both work results and the social rules are important to be done.

The discursive strategy of politeness offers considerable promise in expanding our understanding of politeness in Indonesia. Whereas, taking a more critical stance on social-cultural or norms in politeness research is now increasing to norms or politeness across cultures. Further, it is incumbent on us as analysts to take a more nuanced view of their role in theorizing politeness until the political issue. This research sketches a way in pinning down the notion of politeness discussion in political issue.

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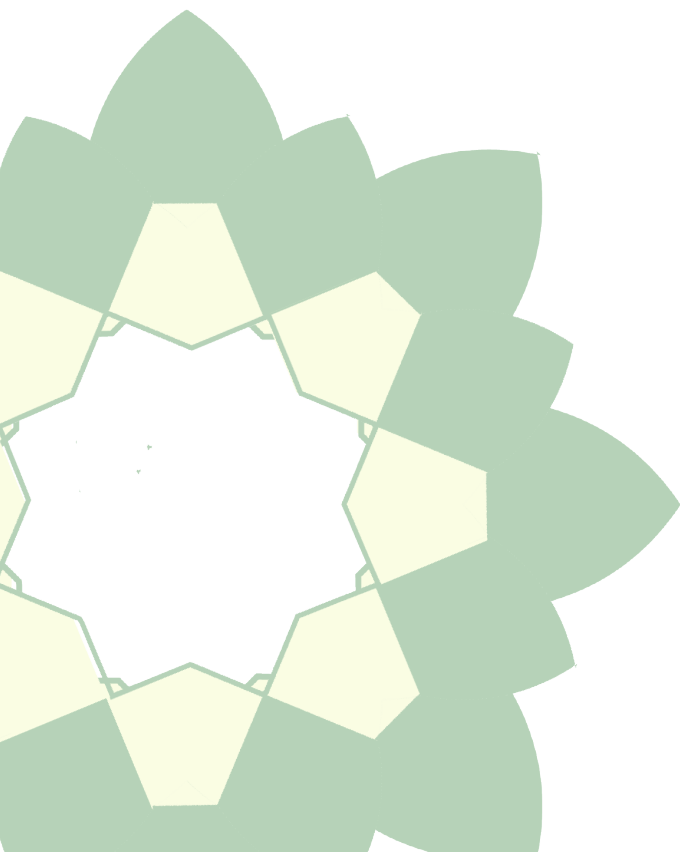
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