

Leech's Politeness Principles Uttered by Indonesian Vice Presidential Candidate in the Event “13 Tahun Mata Najwa: Bergerak Bergerak Berdampak”

Dwi Santoso^{1✉}, Ratu Shafira Nurfitria²

^{1,2}Universitas Ahmad Dahlan, Indonesia

✉ email: dwi@pbi.uad.ac.id

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ABSTRACT

This research aims to educate and help the public to think objectively when it comes to determining leaders. The research focuses on describing the type, frequency and comparison of politeness maxims uttered by the 3 vice presidential candidates at the Mata Najwa event. The method used in this research is a qualitative descriptive method. The data was categorized, classified, and analyzed using Leech's theory of 6 maxims of Politeness. The results of this research show that Mahfud's speech falls within the maxim of generosity/mercy. With this research, the researcher hopes that the studies mentioned can be useful for further research, add insight to readers, especially the Indonesian people, and can help people to think more objectively in choosing leaders.

Keywords: *politeness principles; pragmatic; vice presidential.*

INTRODUCTION

Mata Najwa's 13th anniversary event was presented with a stage that carried the ideas and spirit of the theme “Bergerak, Bergerak, Berdampak”. This event is packaged with a theoretical touch, as a space to navigate active participation in socio-political and cultural issues. This moment was commemorated in a special way by inviting a number of important figures such as presidential candidates, vice presidential candidates and several other government figures.

Politicians' communication are in the spotlight in their efforts to communicate ideas, vision and mission to the public. Communication skills are an important requirement because they can provide facilities and help express ideas and exchange information (Marfuah, 2017). The way in which presidential candidates and vice presidential candidates communicate is of concern to the public, such as during a debate of ideas and in everyday language.

Through language, a speaker can convey information to his interlocutor with certain aims and objectives. In everyday life, language is used to communicate, interact and convey messages. This is in line with what (Kridalaksana, 1993) stated that language is a system of arbitrary sound symbols, which are used by members of a society to work together, interact and identify themselves. Thus, language is not only used as a means of communication but also as a means of self-identification. Speaking politely is able to create effective communication in the sense that polite, courteous, systematic and orderly language reflects the personality of the speaker (Nur et al., 2017). Conversation can proceed well if the speech participants are actively involved in

the communication process (Cahyaningrum, Andayani, et al., 2018). Communication and politeness are one of the aspects that society assesses when choosing future leaders.

Politeness is a linguistic study, especially pragmatics. Which means, when discussing linguistic politeness we are talking about pragmatics (Santoso, 2015). The definition of politeness according to the KBBI is smoothness and good speech and behavior. Meanwhile, politeness is a rule of behavior established and agreed upon by a particular society so that politeness becomes a prerequisite for social behaviour (Apriyanto et al., 2020; Santoso & Apriyanto, 2020b, 2020a). According to (Chaer, 2010), language politeness is more related to the substance of the language, while language ethics is more related to behavior in speaking. In speaking or communicating not only to convey a message, but also to contain elements of politeness in language that identify as a decent nation and uphold good cultural norms (Maulidi, 2015). Politeness is a cultural phenomenon, so what is considered polite by one culture may not necessarily apply to other cultural groups (Akmal & Candrasari, 2019). With morals or manners, harmonious relationships will be created for all humans (Kusumawardani et al., 2020).

Good communication needs to pay attention to the principles of language politeness as proposed by (Leech, 1993). He divided politeness theory into six maxims:

- 1) Maxim of Tact. This maxim of tact is expressed in impositive and commissive speech. This maxim is the most important in society. Leech explains that if the speaker wants to fulfill the maxim of tact, he must minimize other people's losses and maximize his benefits;
- 2) Maxim of Approbation. In this maxim there are similar terms, namely the maxim of acceptance, approval and praise. This difference has one goal, namely to provide more benefits for the speaker and maximize losses for the speaker himself. The basic principle in the Maxim of Approbation is in the saying "Praise other people as much as possible, then criticize other people as little as possible", the meaning of this saying is that someone should praise other people more and reduce or eliminate the desire to degrade other people.
- 3) Maxim of Generosity. The principle maxim of generosity is to make your own gain as small as possible and make your own loss as large as possible. With the maxim of generosity, participants in the conversation are expected to respect other people. Respect for others will occur if people can reduce benefits for themselves and maximize benefits for other parties;
- 4) Maxim of Modesty. Be more humble by reducing self-praise. People will be said to be arrogant if in an event the speaker's words are more proud of themselves. In Indonesian society and culture, simplicity and humility are widely used as an assessment of politeness. Leech in Rahardi (2005) emphasizes that the principle of the maxim of modesty is "reduce praise to yourself and add insult to yourself". This means that praising yourself is a violation of the principle of politeness;
- 5) Maxim of Agreement. The maxim of agreement is expressed in expressive and assertive sentences. Maxims that define each speaker and interlocutor to

increase an agreement and minimize disagreement between them. This maxim seeks as much agreement between the self and others as possible and seeks as little disagreement between the self and others as possible;

- 6) Maxim of Sympathy. The maxim of sympathy is expressed in assertive and expressive speech. This maxim of sympathy requires each speaker to maximize feelings of sympathy and minimize feelings of antipathy towards the person he is speaking to. If the person you are saying achieves success or happiness, the speaker is obliged to congratulate them. If the person you are saying experiences trouble or disaster, the speaker should feel sorry for them or express condolences as a sign of sympathy.

In addition to the politeness theory above, Haugh (2007) also suggests that politeness involves speakers showing what they think about themselves and others, as well as conveying their perceptions of these evaluations. Therefore, researchers are interested in uncovering some of the utterances produced by politicians to show what they think about themselves and others.

Several studies have been conducted regarding politeness in presidential elections. As in research by Akmal & Candrasari (2019) entitled "Language Politeness in Political Communication: Analysis of Leech's Politeness Principal on the Aceh Governor Candidate Debate in 2017". This research shows that there were several violations of language politeness during the debate process. Language politeness strategies must be a serious concern for candidate pairs in the upcoming campaign, because language in the political dimension is a powerful tool for gaining and maintaining power.

Furthermore, research by Rizka et al. (2020) "Jokowi vs Prabowo: The Politeness and Its Violation in Political Communication of Indonesian Presidential Candidates" concludes that there are five principles of politeness that can be seen in the speech of presidential candidates. Among them are tact, approbation, modesty, agreement, and sympathy. Furthermore, in this study, Prabowo was more polite than Jokowi in that he produced utterances of acceptance, conformity, and committed fewer violations of humility, while Jokowi violated the maxim of humility more.

Mariani et al. (2019) in their research "Politeness Principles in Donald Trump's Election Victory Speech" concluded that there were 21 Trump speeches that contained 6 forms of politeness principles. The most prominent maxim of the principle of decency is the maxim of tact which means that Trump seeks to maximize the benefits of others and minimize the harm to others.

"Kesantunan Berbahasa pada Dialog Debat Pilpres 2019" written by Anah et al. (2020) found that the forms of polite and impolite speech in the 2019 presidential and vice presidential debate dialogue were based on the principles of politeness, both compliance and deviation from Leech's maxims. The results of the research show that in the 2019 presidential election debate there were more violations compared to compliance with language politeness maxims.

Pakzadian (2012) in "Politeness Principle in 2008 Presidential Debates between Mc Cain and Obama" shows that in all three debates, the contribution of maxims was

surpassed by Obama. The researcher concludes the paper by discussing the positive impact of these 6 principles in saving face and group connectedness. He focuses on considering the maxim of politeness as one of the most important things that helps diplomatic language to be more effective and successful.

From the previous studies mentioned above, many researchers have discussed politeness in presidential candidates. Researchers have not seen any civility research that focuses on vice presidential candidates. Therefore, this research is interesting because it focuses on describing the type, frequency and comparison of politeness maxims uttered by the 3 vice presidential candidates at the Mata Najwa event. Another interesting thing is that the 13 Years of Mata Najwa event was the first event to present 3 pairs of presidential and vice presidential candidates on one stage.

This research aims to educate and help the public to think objectively when it comes to determining leaders. Not only looking at the individual qualities of a presidential candidate, but the quality of the vice president is also an important assessment in choosing a presidential-vice presidential candidate pair who is worthy to become the country's leader, namely by looking at the way they communicate, especially in terms of politeness.

METHOD

The method used in this research is a qualitative descriptive method. The data collection technique in this research is by watching the video "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak", transcribing the data, and reducing the data. Then the data was categorized, classified and analyzed using Leech's theory of 6 maxims of politeness. The final step is to conclude the results of the data analysis.

FINDINGS AND DISCUSSION

Diagram 1. Politeness Principles

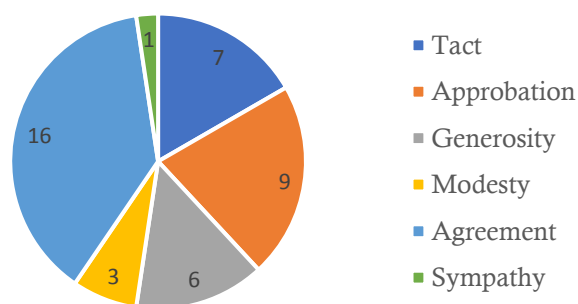


Figure 1. Politeness Principles

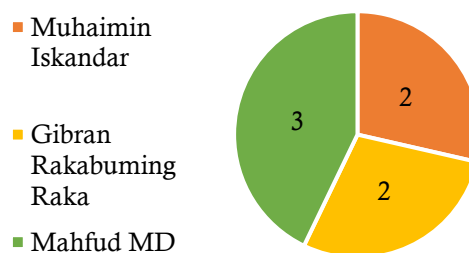
There are maxims of politeness in the event "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak" which was spoken by the 3 vice presidential candidates, namely Muhaimin Iskandar, Gibran Rakabuming Raka, and Mahfud MD. These maxims of

politeness include; maxims of tact, approbation, generosity, modesty, agreement, and sympathy. Of the six maxims, researchers found 42 statements made by the 3 vice presidential candidates. 7 utterances for the maxim of tact, 9 utterances for the maxim of approbation, 6 utterances for the maxim of generosity, 3 utterances for the maxim of modesty, 16 utterances for the maxim of agreement, and 1 maxim of sympathy.

Based on the results found, the maxim of agreement has the largest number, specifically 16 statements, and the maxim of sympathy has the smallest number, specifically 1 statement.

1) Maxim of Tact

Diagram 2. Maxim of Tact



The three vice presidential candidates had 7 utterances that indicated the maxim of Tact. Muhaimin and Gibran each had 2, and Mahfud uttered 3 maxims of tact.

Table 1. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Gibran:	<i>"...gakpapa besok temen-temen media seperti biasa jam 7 di Balai Kota ntar saya bawain ijazah saya ya."</i>	<i>"...it's okay, tomorrow, media friends, as usual, at 7 o'clock at City Hall, I'll bring you my diploma."</i>

The sentences in italics were spoken by vice presidential candidate number 2, namely Gibran Rakabuming Raka. This sentence is included in the maxim of tact because it is expressed in an impositive speech ordering media friends, reporters to attend City Hall. This sentence is said to be polite because it governs in a good way and minimizes other people's losses and maximizes their profits.

Table 2. The Dialogue Transcript

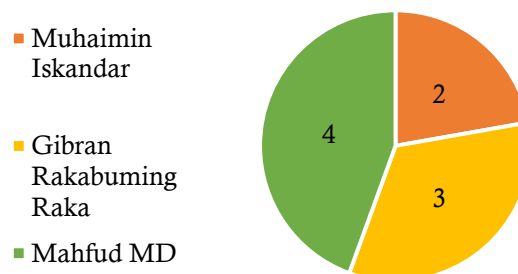
Speaker	Indonesian (original)	English (translated)
Mahfud:	<i>"Ini ada replika orang naik tangga. Ini pesan kepada Mbak Najwa bahwa melangkah ke puncak itu harus melalui satu tangga per satu tangga, dan anda"</i>	<i>"This is a replica of a person climbing the stairs. This is a message to Mbak Najwa that to step to the top you have to go one step at a time, and you will"</i>

akan berhasil nanti mencapai succeed in reaching the top." puncak."

The maxim of tact explains that speakers should minimize other people's losses and maximize their benefits. The context of the story is when Mahfud gives Najwa a gift of a replica of a person climbing the stairs. The sentence above shows the maxim of tact expressed by Mahfud using commissive sentences, that is hoping or swearing that Najwa will succeed in reaching the top if she can pass one stair at a time. This also maximizes Najwa's profits and minimizes her losses, so it can be indicated as a maxim of tact.

2) Maxim of Approbation

Diagram 3. Maxim of Approbation



There are 9 statements of the maxim of approbation. 4 were spoken by Mahfud MD, 3 were spoken by Gibran, and 2 were spoken by Muhaimin. Mahfud has the largest number of these maxims.

Table 3. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Mahfud:	"Ya sudah pasti pas lah setiap jaket tuh pas, walaupun kecil ya pas kalau besar ya pas."	"Yes, of course every jacket fits, even if it's small, it fits, if it's big, it fits."

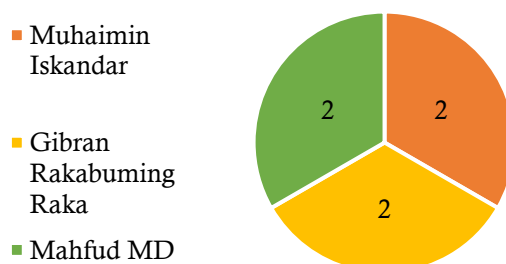
Mahfud's story above occurred during the gift exchange segment and he received a jacket as a gift from vice presidential candidate number 2, namely Gibran. To make sure the jacket was the right size, Mahfud was asked to try on the jacket. By saying the sentence above, Mahfud appreciated Gibran's gift even though the jacket was the right size or not. This can be concluded as part of the maxim of approbation because it is in line with the principle of the maxim of approbation which suggests that a person should praise others more and reduce or eliminate the desire to degrade others. Whether it's good or not, whether you like it or not, someone should appreciate and not devalue other people's gifts.

Table 4. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Muhaimin :	<i>"Terima kasih, hobi saya vespa."</i>	<i>"Thank you, my hobby is Vespa."</i>

Still in the same context, specifically during the gift exchange session at the end of the 13 Years of Mata Najwa event. Muhaimin received a gift from Gibran in the form of a Vespa replica. Having a Vespa hobby makes Muhaimin happy and really appreciates Gibran's gift. In 'My hobby is Vespa', Muhaimin justifies his hobby and thanks him because the prize matches his interests. By praising and not demeaning other people, the sentence above can be included in the maxim of approbation.

3) Maxim of Generosity

Diagram 4. Maxim of Generosity

There was a balanced amount of speech by the three vice presidential candidates which indicated the maxim of generosity or what is also known as the maxim of mercy. There are 6 speeches and each vice presidential candidate utters at least 2 speeches which are included in the maxim of generosity.

Table 5. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Mahfud:	<i>"Besok semisalnya jadi pejabat lagi, apa bisa saya mengerjakan masalah-masalah yang begini besar saya hadapi kan banyak yang hebat-hebat menurut saya."</i>	<i>"Tomorrow, for example, if I become an official again, will I be able to work on such big problems? I'm facing many great ones, in my opinion."</i>

Vice presidential candidate number 3, Mahfud MD, uttered remarks that indicated the maxim of generosity. It can be seen in the context of the sentences in italics above that Mahfud sometimes feels pessimistic and does not feel confident in his decision to take part in political contestation, namely taking part in the election of presidential and vice presidential candidates. He feels that many other people are

greater and more worthy of being in his position. With Mahfud making his own profits as small as possible and making his own losses as large as possible, this is in line with the theory of the maxim of generosity. Mahfud respects other people who he considers greater than him. His respect occurs when he reduces benefits for himself and maximizes benefits for others. So it can be concluded that Mahfud's speech falls within the maxim of generosity/mercy.

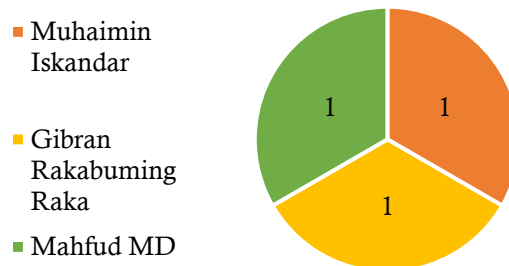
Table 6. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Gibran:	<i>"Awal-awal dulu diundang ke Mata Najwa kan saya juga belum jadi apa-apa, sekarang bisa duduk bareng dengan orang-orang hebat, Prof. Prof. Mahfud, Gus Muhaimin, luar biasa sekali."</i>	<i>"In the beginning, when I was invited to Mata Najwa, I didn't do anything, now I can sit together with great people, Prof. Mahfud, Gus Muhaimin, it's really extraordinary."</i>

Similar to the previous analysis about the maxim of generosity, in this context Gibran said that he opened up to no one when he was first invited to Mata Najwa and now he can sit together with other great people as fellow vice presidential candidates. Gibran as a speaker respects his two colleagues, namely Prof. Mahfud and Gus Muhaimin with praise. Gibran fulfills the maxim of generosity by making his profits as small as possible and his losses as large as possible. Gibran as a speaker maximizes their profits by praised them with 'great people' and 'extraordinary'.

4) Maxim of Modesty

Diagram 5. Maxim of Modesty



There were 3 maxims of modesty uttered by the three vice presidential candidates at the 13 Years of Mata Najwa event. Each has at least one story.

Table 7. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Mahfud:	<i>"Ke Mas Gibran dulu nih. Ini nggak ada harganya. Ini buku biografi saya sampai selesai jadi"</i>	<i>"Go to Mas Gibran first. This has no price. This is my biography book until I finished"</i>

ketua MK. Judulnya "Terus becoming chairman of the Mengalir" jadi nggak ada Constitutional Court. The title is harganya memang buku saya "Terus Mengalir" so it doesn't sendiri hadiah untuk Mas Gibran. have a price. In fact, my own Selamat." book was a gift for Mas Gibran. Congratulation."

Mahfud's sentence above describes humility or simplicity. These words were uttered when he gave his book to Gibran as a gift. The sentence "this has no price" shows that Mahfud maximizes his disrespect for himself even though the book given to Gibran is his own work. The contents of the book are a biography of Mahfud until he became chairman of the Constitutional Court. Maybe in terms of numbers the book is worthless, but the contents in the book are much more valuable by gaining knowledge, lessons and experience. Mahfud's words fall within the maxim of modesty because he reduces self-praise, does not act arrogantly, and does not boast of himself.

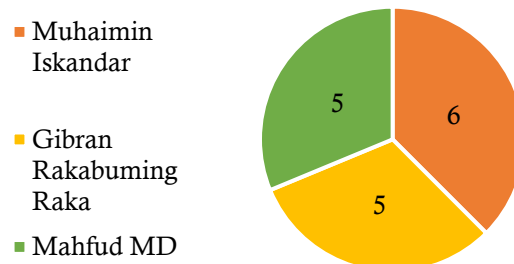
Table 8. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Muhaimin :	"Saya ada kaos.. dari relawan. Ada kaos ciptaan relawan tapi saya kira ini biar jadi kenang-kenangan, tidak usah dipake disimpen aja di rumah Pak Mahfud."	"I have a t-shirt... from a volunteer. There are t-shirts created by volunteers but I think this is just to keep as a memento, you don't need to wear it, just keep it at Mr Mahfud's house."

During the gift exchange session, Muhaimin gave a t-shirt created by volunteers to Mahfud MD. Feeling that the t-shirt he gave was worthless, as well as the t-shirt design that said "Kuatkan Iman, Imun, dan Imin", he told Mahfud not to wear it and just keep it at home as a memento. This is in line with the principle of the maxim of modesty which reduces self-praise and adds self-deprecation so that Muhaimin's speech above fulfills the maxim of humility/modesty.

5) Maxim of Agreement

Diagram 6. Maxim of Agreement



There were 16 statements of the maxim of agreement uttered by the three vice presidential candidates. The three of them have almost the same number, which is Gibran and Mahfud both have 5 utterances, while Muhaimin/Gus Imin have 6 utterances which indicate the maxim of agreement.

Table 9. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Najwa:	<i>"...yang mana sih Gus? kiri apa kanan? kok burem banget mohon maaf. Jangan-jangan bukan ini Gus Imin, salah foto jangan-jangan, bener?"</i>	<i>"...which one Gus? left or right? how come it's so blurry, sorry. Maybe this isn't Gus Imin, maybe it's the wrong photo, right?"</i>
Muhaimin : :	<i>"Iya ini tapi waktu mahasiswa ini."</i>	<i>"Yes it is, but this is when I was a student."</i>

The context for the data this time is Najwa Shihab showing Muhaimin's photo displayed on the big screen. Najwa could not identify Muhaimin/Gus Imin clearly because the photo was blurry and suspected that the photo shown was wrong. Gus Imin then confirmed and claimed that the person in the photo was him. This is included in the maxim of agreement because the speaker, which is Gus Imin, seeks or maximizes the agreement between himself and the interlocutor, which is Najwa, and minimizes the disagreement between them by stating that the photo is Gus Imin when he was a student.

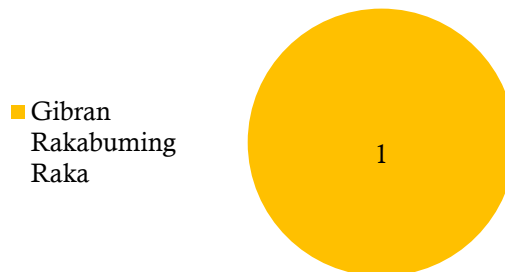
Table 10. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Gibran:	<i>"..jadi seperti apa yang disampaikan Pak Anies tadi jadi politik itu dibikin asik, dibikin riang gembira, anak-anak muda jangan dipertontonkan yang buruk-buruk nanti jadi tambah apatis, jadi pengen golput. Ini jangan sampai. Makanya tadi Pak Ganjar bilang ayo anak muda kita libatkan."</i>	<i>"..so, like what Mr. Anies said earlier, make politics fun, make it cheerful, don't show young people bad things, then they will become more apathetic, so they want to abstain. Don't do this. That's why Mr. Ganjar said, come on, let's get our young people involved."</i>

In Gibran's statement above, he agrees with Anies statement that politics should be made fun and joyful, and also agrees with Ganjar who invites young people to get involved in politics and elections. This is included in the maxim of agreement because what they think is the same. Gibran as a speaker maximizes his agreement with Anies and Ganjar and minimizes the disagreement between them.

6) Maxim of Sympathy

Diagram 7. Maxim of Sympathy



Last, there is only one statement regarding the maxim of sympathy from the three vice presidential candidates. These words were uttered by vice presidential candidate number 2, namely Gibran Rakabuming Raka, addressed to Muhaimin Iskandar when Najwa Shihab asked what he usually thinks about before sleeping.

Table 11. The Dialogue Transcript

Speaker	Indonesian (original)	English (translated)
Gibran:	<i>"Nggak usah terlalu banyak pikiran lah ya, masalah survei masalah apa siapa yang paling tinggi, kita jalani aja gus ya santai aja gus."</i>	<i>"You don't need to think too much, about surveying, what's the problem, who's the highest, let's just go with it, gus, just relax, gus."</i>

In the speech above, Gibran tries to calm Muhaimin, who always thinks about the low survey results before sleeping. This is included in the maxim of sympathy because Gibran maximizes his sympathy for Muhaimin who is anxious. This sentence was very polite using assertive speech which advised Muhaimin not to worry, not to think about the survey results, to relax and just carry on. Gibran as a speaker not only expressed sympathy, but also calmed Muhaimin who was anxious.

The number of utterances of the 6 maxims of politeness of the three vice presidential candidates shows that vice presidential candidate number 3 Mahfud MD has the most polite utterances, specifically 15 utterances. Followed by vice presidential candidate number 2, Gibran Rakabuming Raka, who had the second most, which is 14, then finally vice presidential candidate number 1, namely Muhaimin Iskandar, who had 13 polite speeches.

CONCLUSION

From the analysis of Leech's principles of politeness above, it can be concluded that there are 6 maxims stated by the 3 vice presidential candidates, namely Muhaimin Iskandar, Gibran Rakabuming Raka, and Mahfud MD in the event "13 Tahun Mata

Najwa: Bergerak Bergerak Berdampak". The 6 maxims are the maxims of tact, approbation, generosity, modesty, agreement, and sympathy. Of the six maxims, researchers found 42 statements made by the 3 vice presidential candidates. Based on the results found, the maxim of agreement has the largest number, which is 16 statements, and the maxim of sympathy has the smallest number, which is 1 statement. The number of utterances of the 6 maxims of politeness of the three vice presidential candidates shows that vice presidential candidate number 3 Mahfud MD has the most polite utterances, specifically 15 utterances.

With this research, the researcher hopes that the studies mentioned can be useful for further research, add insight to readers, especially the Indonesian people, and can help people to think more objectively in choosing leaders. Researchers also hope that this analysis can develop and not only focus on one moment/event. It is also hoped that future research can develop and refine previous research and find new findings.

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