

## The Analysis of Positive Politeness Strategies Used by Anies Baswedan in Nationalistic Speech in “*Deklarasi Garda Matahari*”

Dwi Santoso<sup>1✉</sup>, Shafira Amaliawati<sup>2</sup>

<sup>1,2</sup> Universitas Ahmad Dahlan Yogyakarta, Indonesia

✉ email: [dwi@pbi.uad.ac.id](mailto:dwi@pbi.uad.ac.id)

**Received:**

November 25,  
2024

**Revised:**

December 1,  
2024

**Accepted:**

December 3,  
2024

**Published:**

December 10,  
2024

### ABSTRACT

Maintaining politeness has an important role in communication. However, using considerate language to communicate respectfully and appropriately is crucial. An investigation into the politeness strategy was carried out in light of these occurrences. In this study, the researcher examined Anies Baswedan, an Indonesian political figure, and her use of politeness strategies, particularly positive politeness. The goals of this study were to identify the positive politeness techniques and the factors that encourage Anies Baswedan to implement them in his nationalistic speech. This study employed a descriptive qualitative research design, and the politeness strategy was analyzed using Brown and Levinson's (1987) theory of politeness strategies. The result of this research showed that there were thirteen utterances representing the eighth positive politeness strategy used by Anies Baswedan in the "Deklarasi Garda Matahari" event. The use of politeness strategies is mostly related to the political atmosphere that is happening in Indonesia.

**Keywords:** *politeness strategies; positive politeness strategies; speech; Anies Baswedan*

---

## INTRODUCTION

Politeness strategy is crucial when having a conversation. In language use, it is seen as a universal phenomenon. In this situation, people's lives depend on the politeness method while selecting spoken phrases (Hanandita & Djatmika, 2024). In addition, the purpose of employing politeness strategy is to prevent or reduce the distortion of the speaker's perception of themselves brought on by facial intimidation. Understanding the ideal communication norms that are prevalent in society is necessary to establish courteous conversation (Ambarwati & Kuncorohadi, 2023). Speakers can employ politeness methods in communication after they are aware of the expected standards of communication's behaviour. Moreover, an individual employ strategy as a way to keep comfortable dialogue going with their speech partners. When it comes to everyday communication, a person's speech patterns when interacting with close friends and strangers varies. Similarly, while expressing a purpose, a speaker may occasionally make their point right away. Some are expressed metaphorically. These techniques are known as speech act tactics or politeness strategies (Abdurahman & Manaf, 2019).

Additionally, the types of politeness strategies that can be used by speakers including: (1) Bald on record strategy (2) Positive strategies, or positive politeness/familiarity strategies; (3) Negative strategy, or negative/formal politeness strategy; and (4) Off-record strategies, or indirect or covert strategies (Kasiyarno et al., 2020; Santoso, 2015; Santoso & Apriyanto, 2020a, 2020b, 2020c). When conversing or interacting with others, language courtesy can be seen. The concept of civility itself is inextricably linked to politeness in communication. The idea of "face-saving" is the most important approach to politeness in this theory. According to this view, there are two types of faces: positive and negative (Susilawati, 2019). Additionally, a person's self-satisfaction and need for validation are shown by their cheerful face. On the other hand, the negative face represents the fundamental human need for privacy, territory, and the freedom from interference (Dylgjeri, 2017).

Furthermore, in this article the researcher focused on positive politeness strategies found in nationalistic speech. The politeness strategies itself demonstrates acquaintance the degree to which a partner responds positively determines the level of positive politeness. Orators employ techniques to exalt and bestow glorification (Abbas et al., 2019). The speaker conveys the idea that he and his speech partner have similar goals. When it comes to speaking partners and speakers, they want to be regarded like friends, family, or other intimate acquaintances. Positive politeness is focused on the addressee's positive attributes and the positive self-perception that he holds for himself and grounded in approach (Daar et al., 2023). By suggesting that the speaker somewhat desires the addressee's desires, it anoints the addressee's face. For instance, by relating interlocutor as a person whose desires and character qualities are understood and liked (Ghaisani & Haristian, 2022). Moreover, (Brown & Levinson, 1987) compiled a total of 15 types of positive politeness strategies as follow:

**Table 1. Positive Politeness Strategies According to Brown & Levinson (1987)**

<b>Types of Positive Politeness Strategies</b>
a. Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)
b. Strategy 2: Exaggerate (interest, approval, sympathy with hearer)
c. Strategy 3: Strengthen interest to hearer
d. Strategy 4: Use in-group identity markers
e. Strategy 5: Seek agreement
f. Strategy 6: Avoid disagreement
g. Strategy 7: Presuppose/raise/assert common ground
h. Strategy 8: Joke
i. Strategy 9: Assert or presume speaker's knowledge of and concern for the hearer's wants
j. Strategy 10: Offer, promise
k. Strategy 11: Be optimistic
l. Strategy 12: Include both the speaker and the hearer in the activity
m. Strategy 13: Give (or ask for) reasons
n. Strategy 14: Assume or assert reciprocity
o. Strategy 15: Give hints to the hearer (goods, sympathy, understanding, cooperation)

In addition, this study aims to analyze the use of positive politeness strategies in a speech. According to Kuprashvili and Chalaganidze (2022) a speech is a kind of expression in that more thoroughly defines a person than the speech itself. It also possessed the same significance as a performance when speaking. Speech as performance is acknowledged as the third type of speaking, public speaking, or speaking that conveys information in front of an audience, includes speeches, lectures, classroom presentations, and public announcements. The process of giving a speech or speaking in front of an audience is the same for different kinds of dialogue. It helps the audience understand the concept (Kuprashvili & Chalaganidze, 2022). The main purpose of speech is to serves a variety of vital purposes in human contact and communication (Pribadi & Hasyim, 2017).

Moreover in the context of political aspect, political speech has long area of language use that has piqued the interest of researchers (Ryabova, 2015). In any society, political discourse serves as a vehicle for promoting ideas, policies, and political objectives as well as for forming and preserving social bonds and expressing emotions. Speech Act Theory, one of the most significant phenomena in pragmatics, states that the propositions or locutions made in Speech (Mojo et al., 2021). There are certain favored forms and techniques that are useful in carrying out political acts in political circumstances, but the structures of political speech are rarely exclusive. Instead, they are common and effective discourse in political contexts (Susilawati, 2019). Making public claims is not the only thing that happens in political speech. But also due to their ability to legitimately wield political power, effectively shape public opinion, stress political attitudes and opinions, and manufacture political consent (Nurmawati et al., 2018).

Thus, the analysis of the use of politeness strategies in political speeches is carried out to identify the linguistic strategies used by a character to persuade listeners. In this case, researchers analyze Anies Baswedan's use of positive politeness strategies in his national speech at the “Deklarasi Garda Matahari” event. Garda Matahari is a winning volunteer dominated by former Muhammadiyah activists. The national declaration was also attended by presidential candidate Anies Baswedan who also expressed his ideas through a national speech. Therefore, the researcher also aims to examine the topics presented by a political figure in the atmosphere of elections that occur in Indonesia. In conclusion, this study will provide readers with current knowledge of politeness strategies. Additionally, this study produced a number of discoveries that will encourage future researchers to investigate politeness strategies in related fields.

## **METHOD**

This study conducted with qualitative descriptive method. The researcher focused on the detail of Anies Baswedan's utterances during the speech underlying the consideration of the use of descriptive qualitative in this study. Instead of dictating the questions that must be addressed from the perspective of the researcher, investigators in qualitative research use the literature in a way that is congruent with the presumptions of learning from the subject of the study. The exploratory nature of the study is one of

the main justifications for carrying out a qualitative investigation (Creswell & Creswell, 2018).

Moreover, the instrument used in this research was the transcript text from video from YouTube channel Kompas TV entitled “*Pidato Kebangsaan Anies Baswedan di Deklarasi Garda Matahari*”. The researcher focused on Anies Baswedan utterance during his speech. The transcript text conducted by the researcher, after that, the researcher analyzed the transcript to find politeness strategies used during the speech.

The researcher conducted several actions to study the data, such as creating a transcript of the YouTube video, entering the speech utterances into a transcript table, and marking several utterances to examine Anies Baswedan's politeness strategies. The analysis of politeness strategies utilizing the Brown and Levinson (1987) approach. Following that, the researcher examined and identified the constructive politeness techniques Anies Baswedan employed in a number of his statements for the study's findings and discussion part.

## FINDINGS AND DISCUSSION

The content of the findings and discussion is an explanation of the research findings, linked to the results of previous studies and critically analyzed based on the latest relevant literature. The findings and discussion can also be done by contrasting the research findings that have been done with the results of the author's research.

### *Findings*

In this section, researchers present data related to the use of politeness strategies in the national speech conducted by Anies Baswedan that can be seen in Table 2 below:

**Table 2. Positive Politeness Strategies in Anies Baswedan Speech**

Positive Politeness Strategies	Frequency	Percentages
Strategy 2: Exaggerate (interest, approval, sympathy with hearer)	1	7,7%
Strategy 3: Strengthen interest to hearer	2	15,4%
Strategy 4: Use in-group identity markers	3	23%
Strategy 5: Seek agreement	1	7,7%
Strategy 6: Avoid disagreement	1	7,7%
Strategy 9: Assert or presume speaker's knowledge of and concern for the hearer's wants.	2	15,4%
Strategy 10: Offer, promise	1	7,7%
Strategy 11: Be optimistic	2	15,4%
<b>Total</b>	<b>13</b>	<b>100%</b>

Based on the data presented in Table 2, it can be seen that there are a total of 13 positive politeness strategies used by Anies Baswedan in his National Speech in the 'Garda Matahari Declaration'. Furthermore, the most frequent type of positive politeness strategies found is the use of Strategy 4, namely the use of in-group identity markers. In addition, several other types of strategies that have a frequency of appearing 2 times are: Strategy 3: Strengthen interest to hearer, Strategy 9: Assert or presume speaker's knowledge of and concern for the hearer's wants and Strategy 11: Be optimistic. Then there are also several strategies that appear once in the whole speech including: Strategy 2: Exaggerate (interest, approval, sympathy with hearer), Strategy 5: seek agreement, Strategy 6: avoid disagreement, and Strategy 10: offer, promise. Based on these results, it can be concluded that Anies Baswedan has applied the positive politeness strategy in his national speech. This shows that Anies Baswedan pays attention to the use of language in his speeches. On the other hand, the results of the researchers' findings are then discussed in the following section discussion.

### *Discussion*

In this section, researchers develop discussions related to the data obtained based on the results of the analysis. Furthermore, the researcher found that Anies Baswedan was seen using positive politeness strategies during the national speech, which is then discussed as follows:

#### **Data 1**

Strategy 2: Exaggerate (interest, approval, sympathy with hearer)	
Indonesian	English
<i>Matahari yang terbit membawakan kepada kita cahaya memberikan kepada kita energi yang Insyaallah nanti ikhtiar untuk melakukan perubahan. Dan akan bisa kita tuntaskan dengan baik lewat gerakan ini. <b>Bagi semua yang terlibat, Saya ingin sampaikan terima kasih, apresiasi.</b></i>	The rising sun brings us light and gives us the energy that, God willing, we will endeavor to make changes. And we will be able to complete it well through this movement. For all those involved, I would like to express my gratitude, appreciation.

From the Data 1 presented above, it can be seen that Anies Baswedan implemented strategy 2 which is Exaggerate (interest, approval, sympathy with hearer) on his utterance. It is reflected by saying “*Bagi semua yang terlibat, Saya ingin sampaikan terima kasih, apresiasi.*” This shows Anies Baswedan's sympathy for the people who were present and part of the Garda Matahari Declaration event at that time. This statement was uttered at the beginning of the opening of the speech which showed Anies Baswedan's appreciation as a national speech speaker who appreciated the presence of Garda Matahari members as sympathizers and supporters in the election of the President and Vice President of Indonesia in 2024.

**Data 2**

Strategy 3: Strengthen interest to hearer	
Indonesian	English
<i>Karena itulah kita sampaikan kebaruan yang akan dibawa adalah kebaruan yang tidak ada penyimpangan, tidak membiarkan penyimpangan, mengkoreksi penyimpangan dan ujungnya mengembalikan kepercayaan pada Negara, mengembalikan kepercayaan kepada pemerintahan</i>	That's why I said that the novelty that will be brought is a novelty that does not have irregularities, does not allow irregularities, corrects irregularities and ultimately restores trust in the State, restores trust in the government.

Based on the explanation of Data 2 above, Anies Baswedan applies another strategy, namely Strategy 3: Strengthen interest to hearer. This is indicated by his narrative that discusses the narrative of novelty or change that he carries in the work program. In his explanation, Anies emphasized that he would overcome irregularities and restore people's trust in the State. This can certainly attract listeners' interest to pay attention to the speech being delivered.

**Data 3**

Strategy 3: Strengthen interest to hearer	
Indonesian	English
<i>Perubahan yang kita mau kerjakan kita selalu sampaikan seperti: lapangan pekerjaan yang lebih mudah, biaya hidup yang lebih terjangkau, pendidikan yang setara kesempatannya, dan pelayanan kesehatan yang bisa menjangkau dan melindungi semua.</i>	The changes that we want to work on we always say: easier employment, more affordable living costs, equal education opportunities, and health services that can reach and protect all.

In the description of Data 3, Anies still applies the same strategy, namely Strategy 3: Strengthen interest to hearer. Furthermore, the speech in Data 3 is still related to the goals of change that Anies will bring as a candidate for President of Indonesia. Some things that can be highlighted are providing jobs, educational opportunities for the community and also providing health facilities. With this explanation, Anies succeeded in applying strategy 3 to strengthen the interest of listeners who watched the speech.

**Data 4**

Strategy 4: Use in-group identity markers	
Indonesian	English
<i>Ini bukan suara milik Anies, bukan suara milik Ganjar, bukan suara milik Prabowo, bukan. Ini suara milik rakyat, ini suara milik rakyat, jaga suara rakyat itu</i>	It's not Anies' vote, it's not Ganjar's vote, it's not Prabowo's vote, it's not. This is the people's vote, this is the citizen's vote, keep the public vote.

Data 4 revealed that Anies Baswedan in his speech used Strategy 4: Use in-group identity markers in his utterances. This can be seen through the following expression “*Ini bukan suara milik Anies, bukan suara milik Ganjar, bukan suara milik Prabowo, bukan. Ini suara milik rakyat.*” From the utterance, it can be seen that Anies uses the identity of the people as the highest vote holder in the general election process that occurs in Indonesia. It also implies that Anies is in the line that appreciates the role and voice of the people because he must maintain the mandate.

**Data 5**

Strategy 4: Use in-group identity markers	
Indonesian	English
<i>“Saya tidak tinggal diam” begitu kata Anda pada diri sendiri, “Kami tidak tinggal diam.” Kami hadir, kami akan terlibat, kami akan menggerakkan dan kami akan ikut mengawasi dan kami akan bilang Kami hadir untuk memastikan restorasi</i>	"I'm not standing by silently" you say to yourself, "We're not standing by silently." We are present, we will engage, we will mobilize and we will monitor and we will say we are here to ensure restoration.

Based on the results displayed in table Data 5 above, it can be seen that Anies Baswedan also uses Strategy 4: Use in-group identity markers in other utterances. As expressed “*kami akan menggerakkan dan kami akan ikut mengawasi dan kami akan bilang Kami hadir untuk memastikan restorasi.*” This represents the Garda Matahari members who were present at the event, where Anies invited the members to move and ensure the course of restoration.

**Data 6**

Strategy 4: Use in-group identity markers	
Indonesian	English
<i>Siapa saja yang bergerak atas nama negara maka dia harus menjaga kemuliaan negara, harus menjaga kehormatan negara</i>	Anyone who engages on behalf of the nation must maintain the glory of the country, must maintain the honor of the country.

Data 6 displays the use of Strategy 4: Use other in-group identity markers implemented by Anies. In his speech, Anies alluded to whoever, the people who voiced their concern on behalf of the country must maintain the honor of the country. This implies that Anies wants all elements of society involved to be able to maintain the dignity of the country. So that the use of in-group identity markers itself leads to people who carry out any activity on behalf of the country.

**Data 7**

Strategy 5: Seek agreement	
Indonesian	English
<i>Mengapa akhir-akhir ini kita bicara tentang jangankan sampai ada kecurangan? Jangan sampai ada ketidakadilan, jangan sampai ada manipulasi. Artinya ada suasana munculnya ketidakpercayaan hari ini. <b>Inilah esensi perubahan, perubahan ini akan mengembalikan kepercayaan kepada negara, mengembalikan kepercayaan kepada pemerintah, mengembalikan kepercayaan kepada institusi-intitusi yang menjalankan kepentingan rakyat</b></i>	Why have we been talking lately about there should be an absence of cheating? Don't let there be injustice, don't let there be manipulation. This means that there is an atmosphere of distrust today. This is the essence of change, this change will restore trust in the state, restore trust in the government, restore trust in institutions that carry out the interests of the society.

Based on Data 7, there is the use of Strategy 5: Seek agreement applied by Anies Baswedan. Through his utterance above, Anies emphasized the issue of public distrust in the government. In this case, it is based on the issue of fraud that blows during the 2024 campaign period. Furthermore, Anies is seen applying a politeness strategy which seeks listeners' approval regarding the essence of the changes he promotes, through "This is the essence of change, this change will restore trust in the state". It can be seen that Anies convinces the public that changes need to be made to restore people's trust.



**Data 8**

Strategy 6: Avoid disagreement	
Indonesian	English
<i>Nah, selama bertahun-tahun kita melewati Pemilu sejak tahun 1999, 2004, 2009, 2014, 2019 tidak pernah menjelang Pemilu kita bicara tentang “hati-hati dengan kecurangan.” Betul tidak saudara-saudara? Tidak pernah.</i>	Well, over the years we have gone through elections since 1999, 2004, 2009, 2014, 2019, never before the elections that we have talked about "be careful of fraud", right, ladies and gentlemen? Never.

Based on the explanation of Data 8, Anies used Strategy 6: Avoid disagreement in his utterance by saying “*Tidak pernah menjelang Pemilu kita bicara tentang “hati-hati dengan kecurangan.” Betul tidak saudara-saudara? Tidak pernah.*” It can be seen that the expression is included in avoiding disagreement from the listeners who attended the declaration event based on the use of the words “*Betul tidak saudara-saudara? Tidak pernah*”. Where the utterance does not provide space for listeners to dispute what has been conveyed.

**Data 9**

Strategy 9: Assert or presume speaker’s knowledge of and concern for the hearer’s wants.	
Indonesian	English
<i>Cara menghormati pilihan rakyat adalah dengan memberikan kebebasan yang sesungguhnya bagi rakyat untuk menentukan pilihan. Itu cara menghormati rakyat.</i>	The way to respect public choice is to give the public real freedom to make their choice. That's the way to respect the citizens.

Through the data presented in table Data 9 above, it can be seen that the use of Strategy 9: Assert or presume speaker's knowledge is applied by Anies. In his utterance, Anies asserted his knowledge as a Presidential candidate on how to respect people's choices. In addition, he also added that the public is actually free in making choices. This implies that Anies cares about what people want to hear.

**Data 10**

Strategy 9: Assert or presume speaker's knowledge of and concern for the hearer's wants	
<b>Indonesian</b>	<b>English</b>
<i>Jangan lupa perubahan juga termasuk mengembalikan Marwah dan kehormatan serta kepercayaan terhadap kehidupan bernegara. Ini adalah item yang tidak kalah penting yang harus kita kembalikan, supaya demokrasi kita berjalan dengan baik</i>	Don't forget that change also includes restoring the spirit, honor and trust in the life of the country. These are no less important items that we must restore, so that our democracy can operate properly.

Based on Data 10, the use of Strategy 9 is still applied by Anies Baswedan. In his speech, Anies emphasized the importance of restoring the spirit and public trust in the state. He also added that it is important for the community to contribute in restoring trust in the state so that the implementation of democracy can work efficiently.

**Data 11**

Strategy 10: Offer, promise	
<b>Indonesian</b>	<b>English</b>
<i>Jadi saya sampaikan kita mungkin belum tentu bisa menyelesaikan seluruh masalah, dalam tempo yang sesingkat-singkatnya. Tapi satu hal yang pasti, yang benar, kita akan kerjakan dan yang salah tidak boleh dikerjakan.</i>	Therefore, I am saying that we may not be able to solve all the problems in the shortest time possible. But one thing is certain, we will do what is right and we will not do what is wrong.

From Data 11 above, there is a use of Strategy 10: Offer, promise by Anies Baswedan in one part of the speech. Based on the utterance, it can be concluded that Anies stated that he might not be able to solve all the problems. However, on the other hand, Anies also expressed his promise to the people that the things he would do were the right things and the wrong things would not be done. This is included in the offer and promise strategy to the public.

**Data 12**

Strategy 11: Be optimistic	
<b>Indonesian</b>	<b>English</b>
<i>Karena itu saya menghimbau kepada semua</i>	Therefore, I urge all those who are

<p><i>yang hari ini bergerak atas nama-nama negara, kembalikan kepercayaan itu kepada negara. Jaga kewibawaan negara. <b>Tunjukkan bahwa Negara tidak merendahkan aspirasi rakyat, Negara menghormati aspirasi rakyat dengan cara tidak memanipulasi aspirasi rakyat.</b></i></p>	<p>working today in the name of the state to restore trust in the government. Maintain the authority of the state. Show that the State does not undermine the aspirations of the people, the State respects the aspirations of the people by not manipulating the aspirations of the people.</p>
---	--

As presented in Data 12, Anies expressed his optimism through the use of Strategy 11: Be optimistic. The use of this strategy is seen through the utterance “*Tunjukkan bahwa Negara tidak merendahkan aspirasi rakyat, Negara menghormati aspirasi rakyat dengan cara tidak memanipulasi aspirasi rakyat.*” The utterance shows Anies' optimism that in the future, the Government together with the community can fight for the aspirations of the people.

### Data 13

Strategy 11: Be optimistic	
<b>Indonesian</b>	<b>English</b>
<p><i>Jadi bagi seluruh yang bekerja di sini yang sedang Anda semua akan kerjakan adalah jalan terhormat. <b>Di ujung nanti anda akan mendapatkan kehormatan, anda akan dihormati oleh lingkungan kanan-kiri.</b> Bahwa anda menjadi bagian yang menjaga Marwah yang menjaga kehormatan di dalam perjalanan demokrasi di Indonesia.</i></p>	<p>So, for all of you working here, what you're all about to do is a path of honor. At the end, you will be honored, you will be respected by your surroundings. That you are a part of maintaining the dignity and honor in the journey of democracy in Indonesia.</p>

From the table on Data 13, Anies Baswedan applied the use of Strategy 11: Be optimistic. In his speech, Anies targeted the Garda Matahari members who attended the declaration event. He spread optimism to listeners who were struggling to support his political journey at this time that what they were doing was something that would get honor from the surrounding community. This is related to being part of maintaining honor in the journey of democracy in Indonesia.

## CONCLUSION

This study analyzes the speech of Anies Baswedan in a YouTube video entitled: "Anies Baswedan's National Speech at the Garda Matahari Declaration". Based on the results of this study, the data found shows that the highest frequency used is strategy 4,

namely "Using identity markers in groups" with a total of 3 uses. Therefore, in his speech, Anies used strategy 4 of positive politeness to discuss society. Another strategy is strategy 3 "Strengthening interest in the listener" with a total of 2 uses. The use of this strategy was carried out by Anies Baswedan to increase listeners' interest and attention to the points he wanted to convey. Anies Baswedan also used strategy 9 "Affirming or presupposing the speaker's knowledge of and concern for the listener's wishes" with a total of 2 uses. From the use of this strategy, Anies showed his knowledge to listeners related to state administration. He also showed a sense of optimism through the application of Strategy 11: Optimistic. This is related to his optimism that the Indonesian nation can change for the better and honorably.

Overall, Anies Baswedan applied positive politeness strategies in the National Address. The researcher also found that most of the utterances were related to the 2024 general elections that will be held in Indonesia. In conclusion, the success of a speech largely depends on the speaker's awareness of cultural diversity, contextual awareness, and ability to adjust their politeness tactics according to the needs of the audience. For communication to be effective, it must be done in a way that respects the expectations and sensibilities of the people to whom it is addressed. The social environment, listener characteristics, and cultural conventions have a huge impact on politeness strategies.

## REFERENCES

- Abbas, F., Anjum, K., & Pasha, S. B. (2019). Speech Act of Apology by Pakistani English Speakers through the Theory of Politeness. *The Dialogue*, 14(2), 196–213.
- Abdurahman, A., & Manaf, N. A. (2019). Realization of Negative Politeness Strategy on Speech Act of Questions and Answers in the Learning Processes. *International Conference on Languages and Arts (ICLA 2018)*, 301(Icla 2018), 625–631. <https://doi.org/10.2991/icla-18.2019.103>
- Ambarwati, R., & Kuncorohadi, P. (2023). The Power of Cooperative Principle and Politeness Strategy in Forming Phatic Speech Acts. *Indonesian Journal of EFL and Linguistics*, 8(2), 367–377. <https://doi.org/https://doi.org/10.21462/ijefl.v8i2.677>
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage* (4th Editio). Cambridge University Press.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mix Methods Approaches* (H. Salmon (ed.); 5th Editio). SAGE Publications, Inc.
- Daar, G. F., Beratha, N. L. S., Suastra, I. M., & Sukarini, N. W. (2023). The off-record politeness strategy and cultural values of the Belis negotiation speech event: A Sociopragmatic study. *Indonesian Journal of Applied Linguistics*, 12(3), 612–622. <https://doi.org/10.17509/ijal.v12i3.48746>
- Dylgeri, A. (2017). Analysis of Speech Acts in Political Speeches. *European Journal of Social Sciences Studies*, 2(2), 19–26. <https://doi.org/10.5281/zenodo.344518>
- Ghaisani, N., & Haristiani, N. (2022). Politeness Strategy in Speech Act of Giving Advice

- in Japanese. *Proceedings of the Fifth International Conference on Language, Literature, Culture, and Education (ICOLLITE 2021)*, 595, 471–476.  
<https://doi.org/10.2991/assehr.k.211119.073>
- Hanandita, V., & Djatmika, H. Y. (2024). Case Study of Politeness Strategies in Speech Therapy for Clients with Language Disorders. *International Journal of Multicultural and Multireligious Understanding*, 11(1), 407–416.  
<https://doi.org/http://dx.doi.org/10.18415/ijmmu.v11i1.5387>
- Kasiyarno, Santoso, D., & Apriyanto, S. (2020). *Intercultural Communication and Business Chain Formation of America and Japan*. 12(2), 2042–2052.
- Kuprashvili, N., & Chalaganidze, N. (2022). PERCEPTION OF HATE SPEECH IN THE OF FREEDOM OF SPEECH CONTEXT - GEORGIAN MEDIA CULTURE EXAMPLE. *International Journal of Innovative Technologies in Social Science*, 2(34), 31–34. <https://doi.org/10.31435/rsglobal>
- Mojo, J. K., Tulung, G. J., Kalangi, L. M. V., & Imbang, D. (2021). Positive politeness strategies of Tonado Javaness (Jaton) community. *Linguistics and Culture Review*, 5(S1), 1100–1109. <https://doi.org/10.21744/lingcure.v5ns1.1493>
- Nurmawati, Haryanto, & Weda, S. (2018). An Analysis of Positive Politeness Strategies to Promote Effective Interaction in The Classroom. *ELS Journal on Interdisciplinary Studies on Humanities*, 1(2), 218–225. <https://doi.org/https://doi.org/10.34050/els-jish.v2i2.6340>
- Pribadi, D. P., & Hasyim, K. (2017). The Use of Deixis in Donald Trump's Speech as Politeness Strategy. *Prosiding Seminar Nasional Hasil Penelitian Pendidikan Dan Pembelajaran*, 3(1), 1654–1661.
- Ryabova, M. (2015). Politeness Strategy in Everyday Communication. *Procedia - Social and Behavioral Sciences*, 206(November), 90–95.  
<https://doi.org/10.1016/j.sbspro.2015.10.033>
- Santoso, D. (2015). *Linguistic politeness strategies in Javanese* (Issue November). La Trobe University.
- Santoso, D., & Apriyanto, S. (2020a). Algorithms of language in speech by the president of republic indonesia. *International Journal of Psychosocial Rehabilitation*, 24(6), 125–136. <https://doi.org/10.37200/IJPR/V24I6/PR260010>
- Santoso, D., & Apriyanto, S. (2020b). *ITB Student 's Suicide Notes Case : Forensic Linguistics Analysis*. 11429, 11429–11435.
- Santoso, D., & Apriyanto, S. (2020c). Pragmatics implicature analysis of police interrogation: Forensic linguistics analysis. *International Journal of Psychosocial Rehabilitation*, 24(6), 115–124. <https://doi.org/10.37200/IJPR/V24I6/PR260009>
- Susilawati, E. (2019). The Speech Acts and The Communicative Functions Performed In Thesis Examinations: A Pragmatic Analysis. *JELTIM (Journal of English Language Teaching Innovations and Materials)*, 1(2), 87.  
<https://doi.org/10.26418/jeltim.v1i2.33263>