Politeness Strategies Used By Ganjar Pranowo and Mahfud MD In the 2024 Presidential and Vice Presidential Candidates Debate Event

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ABSTRACT

Politeness strategy is a technique used by someone to speak more courteously. Conversations in a daily life and arguments often use polite communication strategies. The 2024 presidential and vice-presidential debates are the debates that are interesting to investigate in this study. This study aims to characterize the politeness strategies employed by Ganjar Pranowo and Mahfud MD during the presidential and vice-presidential debates. This study employed the politeness strategies developed by Brown and Levinson (1978), which categorizes politeness strategies into four types: Off Record (OR), Bald-On Record (BOR), Positive Politeness (PP), and Negative Politeness (NP). The findings of this study show that in the presidential and vice-presidential debates, Ganjar Pranowo and Mahfud MD employ three different kinds of politeness strategies. The most prominent politeness strategy is Positive Politeness (56.5%). Other politeness strategies are Bald-On Record (30.4%) and Negative Politeness (13%). It can be concluded that Ganjar Pranowo and Mahfud MD mostly use Positive Politeness in delivering their speech for presidential and vice-presidential debates.

Keywords: *Politeness strategies; presidential; vice-presidential debates.*

INTRODUCTION

Humans utilize language as a tool for communication. They are able to communicate their thoughts to others through language. However, while expressing their thoughts, they must do it in polite words. Although people may not always recall the exact details of a discussion, they do recall their general opinions about the other person and the flow of the talk. People frequently believe that a person's speech pattern accurately represents their personality. People who are aware of the politeness strategies are better able to use words. Polite language, which is often categorized as social ethics is essential for fostering a culture of friendliness and respect guests in a community.

The politeness theory developed by Brown and Levinson (1978) tends to emphasize "face" and reason. Face is made up of two conflicting wants. Negative face refers to the self-image connected to the act of being free to accomplish something or not wishing to obstruct others, whereas positive face refers to the picture of a person being respected and liked by others. Therefore, negative politeness refers to strategy

(the intended speaker signals the social distance between speaker and listener), while positive politeness strategies involve speaking attempt to create proximity (the relationship between speaker and listener).

According Diah Pramuditha Achmad et al (2020), the act of arguing points of view amongst people or organizations in order to support one side in a debate is called debate. The aim of the presidential and vice-presidential political discussion is to capture the hearts of the Indonesian people by winning. The primary actions taken by the presidential and vice-presidential contenders are in their language and politeness strategies.

The public who may vote in the future, perceives possible leaders based on their communication style, as demonstrated by the vice presidential and presidential debates. The stages debate undoubtedly gave attendees insight into how the presidential contenders should conduct themselves while expressing their goals and vision, responding to queries from the moderator or rivals and defending or criticizing points made during the discussion. Each candidate attempts to destroy, battle with, or even uphold their compelling arguments in order to win over the audience. In such a scenario, their inclination would be to employ politeness strategies as a means of winning the election in a classy manner and garnering maximum gratitude from the voters. According to Jazeri (2018:365), as politeness is one of the primary features of Indonesian culture, presidential candidates should talk graciously in order to win over voters in addition to their demeanor and behavior throughout the entire discussion.

Examining the politeness strategies employed by the Indonesian presidential and vice-presidential candidates in the 2024 debates is crucial, as the preceding explanation makes clear. Acts of politeness can take many different forms. Meida Rabia Sihite et al. (2021:11) cites Brown and Levinson (1987) as describing four different kinds of politeness strategies. Off- Record (OR), Positive Politeness (PP), Negative Politeness (NP), and Bald-On Record (BOR).

There are several reasons that make researchers choose Ganjar Pranowo and Mahfud MD in the presidential and vice-presidential debates as the object of this research. First and foremost, the presidential debate is a crucial opportunity for the public to learn about the qualifications of the candidate who will represent them. Second, the researchers discovered that a variety of politeness strategies exist, which may be examined and used as a source of data from the presidential debates.

METHOD

The data of this study are in the form of spoken utterances collected from the participants of the presidential and vice-presidential debates in 2024, namely Ganjar Pranowo and Mahfud MD. Videos and transcripts of the 2024 presidential and vice-presidential debates were obtained from X, Google, and Instagram for use in this research. Data collection was carried out by taking videos from X, then used Google, Instagram, and X to get debate transcripts. The author watched and listened to the debate video repeatedly so that the speech delivered by Ganjar Pranowo and Mahfud MD could be clearly understood, the author followed by reading the debate transcript

many times and verified the data by watching the debate and reading the debate transcript.

FINDINGS AND DISCUSSION

The following research's findings and analysis will center on how the Bald-On Record (BOR), Positive Politeness (PP), and Negative Politeness (NP) were implemented during the 2024 Indonesian presidential and vice-presidential candidates' debate. There were 46 data that were acquired.

Table 1. The Calculations of Politeness Strategies in Presidential and Vice-Presidential Debates

No	Types of Politeness	Total	Percentage
1.	Bald-On Record (BOR)	14	30.4%
2.	Positive Politeness (PP)	26	56.5%
3.	Negative Politeness (NP)	6	13%

Based on the aforementioned tables, the approach with the highest usage rate was positive politeness strategy, followed by Bald-On Record in second place and negative politeness in last place.

The following will provide a more thorough description of the presidential and vice-presidential candidates' realizations of politeness strategies.

1. Form of Bald-On Record (BOR)

Ganjar Pranowo and Mahfud MD employ the bald-on record during the presidential and vice-presidential debates, which come into four types. The four types are (a) showing disagreement; (b) giving suggestion; (c) warning; and (d) using imperative form. The following will provide a more thorough analysis of the presidential and vice-presidential candidates realizations of their politeness strategies.

a)   Showing Disagreement

Datum 1 (Ganjar)

Proporsional. Namun, kita tidak ada serangan darat karena kita negara supply chain. Yang menjadi prioritas pertama adalah laut, mereka perlu sonar dan sensor, kemudian udara. Dan terkait ide Prabowo beli pesawat bekas, akan ada resiko yang tinggi saat prajurit pakai pesawat bekas. Makanya kita harus konsisten dalam perencanaan pembangunan pertahanan.

The utterance shows that Ganjar disagrees with Prabowo's statement regarding the purchase of used aircraft, because it has a high risk when soldiers use second-hand aircraft.

Datum 2 (Ganjar)
……Namun Ganjar menyangkal bahwa kelangkaan pupuk hanya terjadi di Jawa Tengah, melainkan di beberapa daerah Indonesia lainnya.

The context of Ganjar's disagreement is because of Prabowo's statement that farmers in Central Java lack fertilizer. The word "menyangkal" it means disagreement.

b)   Giving Suggestion

Datum 3 (Mahfud)
Menurut saya, digital atau ekonomi digital ini tidak bisa dihindarkan oleh siapapun. Oleh karena itu, kita tidak bisa menolaknya, tetapi harus berhati-hati karena terjadi disrupsi yang luar biasa dalam perkembangan digital ini.

Giving suggestion is a form of bald-on record. According to Purnami (2018), advise might come in the form of directives or cocommand. The statement above demonstrates that Mahfud said the words"Menurut saya" which is a sentence of advice. He voiced caution because of the tremendous disruption in digital development.

c)   Warning

Datum 4 (Ganjar)
Tidak ada kok rasa dengki dihati saya.

The context of Ganjar's speech here is that he criticized Prabowo's performance as Minister of Defense, and the meaning of Ganjar's speech above is to give warning that there is no slightest feeling of jealousy with Prabowo, because the facts are opened for the improvement of the nation.

d)   Using Imperative Form

Datum 5 (Ganjar)
Mas Anies, enggak usah takut! Disebut saja angkanya berapa gitu loh. Jangan dibawah lima sebut saja berapa?

The context of Ganjar's speech here is that he gave orders to Anies not to be afraid because here Anies said that he should give a score below 5 for Prabowo's performance during his tenure as Minister of Defense, which according to him was lacking during his tenure.

2.   **Form of Positive Politeness (PP)**

There are seven types of positive politeness that Ganjar Pranowo and Mahfud MD employed in the presidential and vice-presidential debates. The four types are (a) promising, offering; (b) being optimistic; (c) Using in-group identity markers; (d) Including both speaker and receiver; (e) Give (or ask) reasons; (f) Seeking agreement; and (g) Exaggerating. The following will provide a more thorough analysis of the presidential and vice-presidential candidates realizations of their politeness strategies.

a)   Promising, Offering

Datum 6 (Ganjar)

Kami akan memastikan adanya investasi, kawasan industri, pembangunan sumber daya manusia, pendidikan gratis/terjangkau, tindakan afirmatif pendidikan tinggi untuk meningkatkan kesempatan kerja.

Datum 7 (Mahfud)

…..dan berharap ini hal baik untuk Indonesia. Ini adalah janji pada rakyat, maka kalau perbuatannya tidak sama, maka kita layak dihukum oleh rakyat.

The achievement of communication goals leads to satisfaction, a specific kind of communication satisfies the speaking partner. According to Aziz (2017), the agreement technique fosters greater unity and harmony among the speech. Offering the speech partners a guarantee of assurance is one way to be positively courteous.

In the sixth datum Ganjar mentions investment, industrial estates, free education and others which are his promises to the people when elected president in 2024.

In the seventh datum, Mahfud said that he promised the people and deserved to be punished if his actions weren't the same.

b)   Being Optimistic

Datum 8 (Ganjar)

…..maka kalo kemudian itu bisa kita optimalkan betul-betul, rasa-rasanya apa yang kita capai dari minimum essential forcesnya akan tercapai.

The utterance above shows that Ganjar responded to Anies's statement. Ganjar mention that when we can optimize properly, what we're trying to achieve will be achieved.

c)   Using in-group identity markers

Datum 9 (Ganjar)

Bicara mengenai membela para TNI, saya bersama mereka. Kami tidak mau jika mereka bertempur dan mati sia-sia. Makanya perencanaan bottom-up adalah yang mereka inginkan, dan bisa mereka gunakan dengan sangat efektif, termasuk pada kesejahteraan. Jika ada masukan dari mereka saya akan dengarkan.

Datum 10 (Ganjar)

Dialog menjadi hal penting agar kelompok disana bisa duduk bersama menyelesaikan masalah.

Datum 11 (Mahfud)

Itulah Indonesia ini, pada saat ini. Oleh sebab itu saudara sekalian, kita harus lawan korupsi.

Identity markers can be utilized to actualize actions of positive politeness. Group identification markers are used in communication to promote a sense of community, according to H.K. et al. (2016).

The utterances above, Ganjar and Mahfud mentioned some group, organization, etc. for examples : TNI, group (in Papua), and brothers. According to Jauhari and Susanto (2014), using identity identifiers serves as a means of expressing civility in a good way.

d)   Including both speaker and receiver
Datum 12 (Ganjar)
Indonesia selalu setia dengan kesepakatan yang pernah diambil, dekolonisasi yang dilakukan mendorong meyakinan kita semua untuk membebaskan seluruh bangsa tanpa boleh mengintervensi satu dengan yang lain. Dan inilah komitmen kita pada kemerdekaan Palestina.

Including both the speaker and the receiver in the speaking activity is a positive form of politeness. The use of markers can help the speech participants become more involved in the communication process. According to (Jauhari, 2018), our choice of words throughout a conversation affects how polite we are.

From the utterance, Ganjar uses the word "kita" which means he and all Indonesians.

Datum 13 (Ganjar)
Maka ketika banyak perusahaan-perusahaan waktu itu yang sangat strategis dibikin, itu mimpi sejak lama pendiri bangsa agar kita menjadi negara kuat. Dan itulah yang sebenarnya kita-kita yang harus meneruskan itu.

The utterance above shows the word "kita-kita" means all young generations as the nation's successors who will lead this nation into a strong country. Positive politeness, according to Abbas (2013), aims to create amicable and happy connections with speaking partners.

Datum 14 (Ganjar)
Maka Bapak-Ibu, dalam konteks politik luar negeri kita autonomi strategis menjadi begitu penting karena meredefinisi dari politik kita yang bebas aktif.

e)   Give (or ask) reasons
Datum 15 (Ganjar)
Saya terpaksa bertanya. Apa komentar pak Prabowo terhadap putusan MK?

Datum 16 (Ganjar)
Dengan situasi Jakarta sekarang, bagaimana statement clear anda terkait pemindahan ibukota ke IKN?

Datum 17 (Ganjar)

Apakah artinya anda menentang untuk melanjutkan IKN?

The utterance above shows that Ganjar asked for reasons related to the statement conveyed by his interlocutor.

f)Seeking Agreement

Datum 18 (Ganjar)

Ganjar setuju dengan Anies terkait adanya penggunaan teknologi untuk pelayanan publik.

Datum 19 (Ganjar)

Ganjar mencatat ketiganya setuju dengan isu ini, dan berharap ini hal baik untuk Indonesia.

Datum 20 (Mahfud)

Mas Gibran, saya sangat tertarik tentang IKN, dan itu bagus. Harus kita laksanakan sebagai warisan dari pak Jokowi.

The utterances above indicates agreement with the interlocutor's statement contained in the words "setuju" and "saya sangat tertarik".

g)   Exaggerating

Datum 21 (Mahfud)

……Oleh karena itu, kita tidak bisa menolaknya, tetapi harus berhati-hati karena terjadi disrupsi yang luar biasa dalam perkembangan digital ini.

Datum 22 (Mahfud)

……Coba lihat, berdasarkan hasil sigi transparansi internasional, korupsi terjadi di lembaga legislative, eksekutif, dan yudikatif secara besar-besaran.

The utterances above shows Mahfud when delivering his vision, mission and work program. It can be seen the word "luar biasa" and "secara besar-besaran".

3.   Form of Negative Politeness (NP)

Three types of negative politeness were employed by Ganjar Pranowo and Mahfud MD during the presidential and vice presidential debates. The three forms are (a) being pessimistic; (b) giving deference; and (c) being indirect. The following will provide a more thorough analysis of the presidential candidate realizations of their politeness strategies.

a)   Being Pessimistic

Datum 23 (Ganjar)

….kalau kita lihat di 2024 yang rasa-rasanya agak berat untuk dicapai, maka saya khawatir makin mundur tidak ajak dalam perencanaan ini menyulitkan. Dan kita perlu garda samudera untuk mengawal Indonesia dan pertahanan sakti 5.0.

The utterance above Ganjar shows concern that the plan is a bit hard to achieve.

b)   Giving Deference

Datum 24 (Ganjar)

Bapak-Ibu yang saya hormati, para hadirin pemirsa debat malam ini yang saya muliakan.

Ganjar gave deference to the audience by saying "Bapak-Ibu yang saya hormati"

c)   Being Indirect

Datum 25 (Ganjar)

Membaca data dan kondisi sosiologis, konflik antar-kelembagaan bukan turun dari langit. Pengalaman kami sudah 10 tahun di DPR dan 10 tahun menjadi gubernur. Tidak perlu meneliti banyak lagi. Kita sudah tau menggambil keputusan apa karena kita punya konsep untuk memutuskan hal itu.

From the utterance, it indicates that Ganjar is signaling that he is the only one who deserves to be the next president, because he already has the experience of being a governor and working in the house of representatives so that he can resolve conflicts between institutions.

Datum 26 (Ganjar)

Bismillah, Insyaallah kami siap.

The utterance above shows Ganjar informed that the Ganjar-Mahfud pair is ready to carry out the achievements of the work program they promised when later elected president and vice president.

CONCLUSION

The author outlines the several politeness strategies that Ganjar Pranowo and Mahfud MD employed throughout the presidential and vice-presidential debates. Four kinds of politeness strategies were published by Brown and Levinson (1978): Off-Record (OR), Positive Politeness (PP), Negative Politeness (NP), and Bald-On Record (BOR). In the 2024 presidential and vice-presidential debates, Ganjar Pranowo and Mahfud MD employed three different forms of politeness strategies. They were Negative Politeness (NP), Positive Politeness (PP), and Bald-On Record (BOR). Positive politeness is established as the most used strategy of all.

Ganjar and Mahfud employed this strategy because they thought it was the most courteous and effective one. Put another way, the speaker wishes to convey his attention, compassion, and friendliness by employing the positive politeness strategy. Additionally, the speaker wishes to convey how close he is to the other candidates. Positive politeness indicates that Ganjar and Mahfud are making an attempt to build a

pleasant rapport. To put it briefly, Ganjar and Mahfud have positioned themselves in a way that will draw the attention of the other candidates

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