

LANGUAGE POLITENESS IN THE CONVERSATION BETWEEN LECTURERS IN WHATSAPP CHATTING GROUP

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Abstract

This study investigates the occurrences of maxims in the conversation between lecturers in “ WhatsApp”. This study applied qualitative research by collecting the data from WhatsApp and the other source which supports to research. Based on the data, it can be found that the lecturers use six maxim proposed by Leech. They use tact, generosity, approbation, modesty, agreement and sympathy maxim. From the six maxims, the lecturers tend to use agreement maxim in conversation. They use Whatsapp as the media for communication in sharing information, discussing or solving the problem related to increasing of university. Finally, the writer concluded that the conversation between lecturers in WhatsApp group can be said “polite”.

Keywords: *language politeness, maximes, whatsapp*

INTRODUCTION

Language is the main tool for communicating in daily life. Humans use language as a means to express opinions, thoughts, and ideas to interact and socialize. Related to communication, one thing that really needs to be considered is politeness. Politeness is the identity of the speaker and the interlocutor. Politeness is behavior that is expressed in a good or ethical way. Politeness can be begun by habituation. Politeness is very necessary to be applied in order to create a good communication. Politeness can be lost eroded by the times. Provisional observation shows that a lot of bad things happen because of the loss of politeness in language. Small examples are disputes or quarrels. Meanwhile, the habit of speaking politely in general is able to act as a good member of society. Polite speech and behavior is one of the images of a whole human being as explicit in the purpose of general education, human personality

Language politeness is considers how the speakers regulate what they want to say that is tailored to those whom they are talking. It is a pragmatic study. Pragmatism is very bound to the context. Therefore, it is very interested to analyze language politeness used by the lecturers in group chatting “whatsApp”. In area campus, there is an interaction among lecturer. In interaction, people need to know to use language to avoid dispute and misunderstanding. Members of a group institution will pay special attention to interpersonal relations so they will choose appropriate ways of asking people to do things for them, and who recognize that allowing time for small conversation and jokes in the workplace can rise the difference between a boring, uninspired and uninspiring workforce. In campus life, lecturers have their own way of communication or socializing; that involves the aspect of politeness and solidarity. Lecturers will not only relate to discuss something to get a solution but they also concern on the importance of a small talk at work which may enlarge the solidarity among its members. One of the medias that the lecturers use to interact to each other is by using the social media “WhatsApp” in which they can share thoughts, ideas, and experiences as well as comments on general issues. WhatsApp Messenger or WhatsApp only is a basic messaging application for smartphones (smartphones) similar to BlackBerry Messenger. WhatsApp Messenger is a cross platform messaging application that allows us to exchange messages without SMS fees, because WhatsApp Messenger uses the same internet data package for email, web browsing, and others. The WhatsApp Messenger application uses a 3G, 4G or WiFi internet connection for data

communication. By using WhatsApp, users can chat online, share files, exchange photos and more. This is the one reason why many people use WhatsApp than others. As reported by Pratiwi (2018) that Indonesia is active users in internet and the most dominant is WhatsApp users. Based on the explanation above, the writer interested to see the use of language politeness (maxim) in lecturer chatting group “WhatsApp”.

Politeness

According to Muslih (2007) that politeness is etiquette are rules, customs, or habits bounded in society. Politeness is a behavior rule determined and agreed by a particular society so that politeness is also a prerequisite agreed upon by social behavior. Therefore, politeness is usually called "manners".

Muslih also explained that politeness can be seen from the daily interaction. Firstly politeness shows an attitude or etiquette in everyday relationships. When people are said to be polite, then the etiquette values will apply and reflected in their image instantaneously (suddenly) and conventionally (long, takes a long time). Of course, the assessment in this long process perpetuates the value given to him. Secondly, politeness is very contextual, it can be valid in a particular community, place, or situation, but it is not necessarily valid for other communities, places, or situations. The different situation can give the different politeness. Thirdly, politeness is bipolar. It means that they have two relations, such a relation between child and parents, young and old, men and women, teacher and students and more. Fourthly, politeness is reflected in how to dress (dress), how to do (act), and how to speak (speak).

Kind of Politeness

Muslih (2007) divided the kind of politeness into three parts, the clarification on the following:

a. Politeness in dressing

There are two things that need attention. First, dress politeness in a public place, avoid clothes that can stimulate other people, especially the opposite sex, such as transparent clothing,

revealing body parts that are generally closed, and skirts that are too short or split too high. Second, dress neatly and suitable to the situation, formal or informal events.

b. Attitude Politeness

Attitude politeness refers to the body gesture when facing something or in certain situations. For example manner in receiving a guest and visiting someone's house, sitting in a classroom, manner in walking, manner in eating and so on. Each of these situations and circumstances requires different procedures.

c. Language Politeness

Language politeness is reflected in procedures for communicating through verbal signs or language procedures. When communicating, we are demanded to obey cultural norms, it is not just convey the idea. Manner of communication based on the cultural which has been exist in the community where they used. When someone speaks inappropriately to the cultural norms, they will get a negative value, for example being accused of being arrogant, arrogant, indifferent, selfish, uncivilized, even uncultured.

Language Politeness

Leech in Pratamanti (2017:232) said that language politeness can be done by the way the speaker in obeying the principle of language manners that apply in the community where the language used.

Leech (1993: 123-125) proposed three things related to language politeness. First is cost-benefit scale. This scale refers to the size of the loss and profit caused by a speech act. The more detrimental the speech is to the speaker, the speech is considered increasingly polite and likewise. Second, optionality scale (this scale refers to many or least alternative choices delivered by speakers). Third is indirectness scale (this scale refers to direct or not an intention is stated. Speech is considered polite if delivered not directly). Fourth is authority scale (this scale refers to the relationship of social status between speakers and listeners). The last is social distance scale (this scale refers to the social relationship between speakers and speakers involved in discussion)

Principle of Language Politeness

Maxim is manner in languages, maxim demands the speaker obey the rule, interpretation toward attitude and interlocutors in communication. Maxim is the one principle of pragmatic (language use). This requires the user awareness to express the idea, opinion and belief politely to avoid the rude speech or misunderstanding.

In this case, Leech (1993:206-207) expressed politeness based on six maxims. The clarification can be seen on the following:

1. Tact Maxim

Tact Maxim is called as wisdom maxim. This maxim outlines that each participant of the communication should depend on the principle “reduce own profit and maximize the benefit for others in speaking activity. The person who master tact maxim can avoid envy and jealousy to the partner.

For example: “Won‘t you sit down?”

2. Generosity Maxim

This maxim requires participants respect other people. This respect occurs if the participant can minimize profits for himself and maximize profits for others.

For example: “let me do this work if you are busy”.

3. Aprobation Maxim

This maxim requires participants maximizing appreciation/praise of other and minimizing dispraise. This maxim instructs to avoid saying unpleasant things about others and especially about the hearer.

For example: “congratulation, u did it.”

4. Modesty Maxim

This maxim requires participants to be humble by reducing praise to himself.

For example: “I am not an expert. I am still learning.”

5. Agreement Maxim

This maxim requires participants to be able to foster mutual compatibility in the spoken activity. Participants tend to maximize agreement between self and other people and minimize disagreement between self and other.

For example:

A: this computer has a long loading time.

B: we need to reinstall.

6. Sympathy Maxim

This maxim requires participants to maximize sympathy and minimize antipathy between self and other.

For example: “My deep condolences for the tragedy in your family.”

Social Media

Since Human know language and writing. They need media to express the language what they want to convey to others. Then, the growth of communication technology brings the human needs more increase, include to the need of internet in daily activity and everything seemed to depend on technology. Social media is the one of ways in communication by using internet technology now days. The use of social media hits people in the world includes Indonesia as the big user of social media. It can be seen from the research UNESCO as reported by Hutabarat (2018) that 4 out of 10 Indonesians are active on social media such as Facebook which has 3.3 million users, then WhatsApp with 2.9 million users and others. it is the fact that social media has become a key part in everyday live certainly impressive but then now again not that surprising.

Social media has defined in a variety way. Boy and Ellison (2008:210-230), they stated that Social Media is a websites which provide the users to create profile, meet and build a relationship.

Another definition from Huang & Benyoucef (2013:246) that social media refers to the concept of "Internet-based application which is built on Web 2.0, then, Web 2.0 refers to the concept as well as a platform to harness collective intelligence.

Kotler and Keller (2009) in Rahardi (2017: 60) explain that social media is media used by consumers to share text, images, information, and video information both with other people and companies and vice versa. This opinion is also supported by Carr and Hayes's statement (2015) where social media is an internet-based media that allows users the opportunity to interact and present themselves, both instantaneously and delayed, with a wide audience or not that drives the value of user-generated content and perceived interaction with other people. Social media is used productively by all areas of society, business, politics, media, advertising, police, and emergency services. Social media has become the key to provoking thought, dialog and actions around social issues.

Kaplan and Heilan (2012:01) defined as that social media is a group of Internet-based applications. It can build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content. Moreover, social media have changed the life of individuals and corporations alike.

Characteristic of Social Media

Purnama in Kristiani (2018: 107) defines the characteristic of social media can be seen on the following:

1. Social media is reachable. It can reach the various networking started from small community and big scale globally in the world
2. Social media is accessible. It can be accessed by using internet technology. In several years ago, internet can be used only in computer net. But now days, the growing of technology, smartphone emerges to make social media easier in browsing. The

smartphone users can download free application from play store and they can use in everywhere.

3. Social media is usability. It is very easy in usage. The users only have a phone number or email in registration
4. Social media is immediacy. Social media provides a lot of factual information and gives comment and respond easier for users.
5. Social media is permanent. It provides user a comment feature quickly and offers editing in comment inbox

Types of Social Media

Kaplan & Heilan (2010:62-63) divided the types of social media usage into six parts. It can be seen on the following:

1. Collaborative Project

It enable to create content simultaneous and can be accessed by public. One example of collaborative project is Wikipedia, which is very popular in various countries. Collaborative projects can be used to support the company's image. Although there are many pro-contra about the truth of the content of the material

2. Blog

Blog is the earliest form of social media. This application can be created by individual. The user can create information such as opinion, news, experience or daily activity through writing, picture and videos. Blog is managed by personally, but provide the possibility to have an interaction through comment box.

3. Content communities

This application provides sharing content between users. Users can share text, photo and video. From the side of corporation, content communities carry the risk of being used as platforms for the sharing of copyright-protected materials. Therefore, there is removing or deleting the contents because of the rule/law

4. Social Networking

This application allows user to connect to other users by creating personal information, inviting friend, sending email and message each other instantly. This application involves photos, videos, file audio and blog. The one of popular social media is Facebook, the founder is Mark Zuckerberg. It is the big of social media based on Wikipedia.

5. Virtual Game Worlds

This is a platform which can replicate the users in three dimensions. Here, users or player can appear in the game and interact with each other as they would in real life.

These applications have gained popularity in recent years, as standard game con-soles—such as Microsoft's X-Box and Sony's Play-Station—now allow simultaneous play among multitude of users around the globe.

6. Virtual social worlds

This is the second virtual worlds. This application simulates real life on the internet. This application allows users to interact in a three-dimensional platform using avatars as if in the real life. This application is very helpful in implementing a marketing strategy or delivering information in an interactive and interesting way.

Function of Social Media

The function of social media can be seen from the framework of honey comb. Keitzman (2011:243) stated that there are seven functions of social media. The clarification can be seen on the following:

1. Identity, Social media represents the extent to the users in which they can reveal their identity such as name, age, profession, location etc.
2. The conversation, social media provides the extent to which users communicate with other users in a social media setting.

3. Sharing, social media provides the extent to which users exchange, distribute, and receive content. The term 'social' often means that exchanges between people are crucial.
4. Presence, social media gives the extent to which users can know if other users are more accessible. It includes knowing the location of other users, it is in the virtual world or real world, whether the other users available or not.
5. Relationship. Social media build or rebuild a connection between other users. It provides possibility to lead them to join each other, sharing, socialize, meet up or having a new friend.
6. Reputation, social media offers the extent to which users can identify the standing of others, including themselves, in a social media setting
7. Group, social media can make communities and sub communities.

WhatsApp

As it has been discussed before, that WhatsApp is the one of the most social media. It is the popular social media because of many people are interested to use WhatsApp than other.

WhatsApp Business is a separate Android application that can be downloaded for free, and is designed specifically for small business owners. With this application, businesses can interact with customers easily using features to automate, sort, and respond to messages quickly. WhatsApp Messenger or WhatsApp only is a messaging application for smartphones with a basic similar to BlackBerry Messenger. WhatsApp Messenger is a cross platform messaging application that allows us to exchange messages without SMS fees, because WhatsApp Messenger uses the same internet data package for email, web browsing, and others. The WhatsApp Messenger application uses a 3G or WiFi connection for data communication. By using WhatsApp, we can chat online, share files, exchange photos and more

Initially, WhatsApp was made for iPhone users, then along with its development, the WhatsApp application was also available for BlackBerry, Android, Windows Phone and Symbian versions.

WhatsApp can be used for iPhone, BlackBerry, and Symbian users (Nokia). The WhatsApp application can only work for fellow users who have the WhatsApp application. This WhatsApp application can be downloaded for free on its website. This application uses mobile phone numbers that we use to interact with fellow WhatsApp users. This application allows BlackBerry, iPhone, and Symbian users to be able to communicate with each other. This application uses push features so you can always tell the message that is being received. Some things to consider in using WhatsApp are connection stability. WhatsApp relies on an internet connection via GPRS / EDGE / 3G or wifi network to run it. This WhatsApp application does not quit when there is no internet connection. The users can see contacts and conversations with other friends even though there is no internet connection. Meanwhile, BlackBerry Messenger, the users can open the application in offline but when the users try to send a message, there is a sign that the message is delayed until there is an internet connection.

There is a notification option for notification of new messages in the settings section. The users can choose to display new messages Pop Up or only appear in the notification area. The users can also set voice calls in the settings section. Mobile Number as PIN. Unlike BlackBerry Messenger, which uses a unique PIN to add a list of friends. On WhatsApp to add friends, cellphone number is needed. Interestingly, the users don't need to add friends in the WhatsApp application. Simply fill in Phonebook list with users friend along with the cell phone number, and synchronize by pressing the refresh button when the option is on the friend list (+). Therefore, your friend is registered using the cellphone number, WhatsApp will search for it himself and display your friends directly on the call list. When you first install it, you will get a list of WhatsApp contacts that are filled in automatically. WhatsApp immediately retrieves data in the phonebook and synchronizes with the server. If your friend's cellphone number is registered on WhatsApp, this application will automatically know him.

WhatsApp is created by Rian Anton and Jan Koum. The rise of WhatsApp is begun when both of them worked as yahoo officer. Then, they interested to apply the job in Facebook. But this job cannot give them occasion to create WhatsApp. At the year of 2009, Koum bought an Iphone. From this, Koum thinks that all of the industries will use their work based on cellular. He

took this occasion. He started to see a possibility to create one application that users can interact and connect to friends, family and colleges. Koum and Brian do team work and finally WhatsApp application was launched.

Koum named the app WhatsApp to sound like "what's up". On February 24, 2009, he incorporated WhatsApp Inc. in California. However, when early versions of WhatsApp kept crashing, Koum considered giving up and looking for a new job. Acton encouraged him to wait for a "few more months".

In June 2009, Apple launched push notifications, allowing users to be pinged when they were not using an app. Koum changed WhatsApp so that when a user's status is changed, everyone in the user's network would be notified. WhatsApp 2.0 was released with a messaging component and the number of active users suddenly increased to 250,000. Although Acton was managing another startup, he decided to join the company. In October 2009, Acton persuaded five former friends at Yahoo! to invest \$250,000 in seed funding, and Acton became a co-founder and was given a stake. He officially joined WhatsApp on November 1. After months at beta stage, the application launched in November 2009, exclusively on the App Store for the iPhone. Koum then hired a friend in Los Angeles, Chris Peiffer, to develop a BlackBerry version, which arrived two months later.

To cover the primary cost of sending verification texts to users, WhatsApp was changed from a free service to a paid one. In December 2009, the ability to send photos was added to the iPhone version. By early 2011, WhatsApp was one of the top 20 apps at Apple's U.S. App Store.

In April 2011, Sequoia Capital invested about \$8 million for more than 15% of the company, after months of negotiation with Sequoia partner Jim Goetz

By February 2013, WhatsApp had about 200 million active users and 50 staff members. Sequoia invested another \$50 million, and WhatsApp was valued at \$1.5 billion.

In a December 2013 blog post, WhatsApp claimed that 400 million active users used the service each month. (taken from Wikipedia.com)

METHOD

The writer of the study uses of descriptive qualitative method which conducted by collecting data, classifying data, analyzing data, accounting data and drawing conclusion. The data are the utterances of *conversation between lecturers in chatting group "WhatsApp"*. Technique of collecting data is documentation. The object of the study is Leech's maxim of politeness principle conducted on pragmatic analysis found in *the conversation between lecturers in WhatsApp group*.

DISCUSSION AND FINDING

After read all the conversation between lecturers in group chatting, the writer classified them and found the result. The following table is the occurrences of maxim in the conversation between lecturers

Maxims	Percentage
Tact	24%
Generosity	3%
Agreement	35%
Modesty	5%
Approbation	16%
Sympathy	15%

Based on the table above shows that from the six maxims proposed by Leech, there are only 4 maxims coded in the conversation between lecturers in WhatsApp. They are Approbation Maxim, Modesty Maxim, Agreement Maxim and Sympathy Maxim. Maxim of tact 24 %, generosity 3 %, Agreement is 35%, Modesty is 8%, Approbation 16% and sympathy 15 %. From this table, it also shows that the dominant maxim coded in the conversation is Agreement and the lowest is generosity.

The following are the examples of maxim coded in the conversation.

1. A: **Pengumuman kepada Seluruh Dosen untuk segera mengumpulkan BKD, terakhir pada tgl 18 Januari**

B: Terima kasi informasinya.

The bold words show that the speaker maximizes the benefit for other by giving information about submit of BKD. In this case, speaker A uses tact maxim in communication.

2. A: gimana dgn remun tertunda?

B: belum ada respon

C: **saya sudah konfirmasi hal ini ditahun lalu, insyallah akan saya coba maximalkan thn ini agar segera dibayar.**

The bold words shows that speaker C minimizes benefit for his self to work hard to solve his friend problems in work place (related to remun delaying). It's meant that, speaker C uses generosity maxim in communication

3. A: alhamdulillah artikel saya baru saja terbit

B: **awesome**

C: **luar biasa prof**

The bold words above show the politeness of Approbation maxim. The speaker B and C appreciate speaker A by using expressive. Speaker B and C give a praise to the speaker A for his achievement.

4. A: bhs pak warek bahasa ceramah yang menyegarkan dan kocak

B: **ah tidak, natural saja**

The bold words above show the politeness of modesty maxim. In this case, speaker a gives appreciation to the speaker B, but speaker B replied this by minimizing praise for his self.

5. A: Mesti rekrut satpam baru dari pensiunan tentara kang, agar tidak loyo

B: **ide bagus. Bisa pensiunan tentara atau polisi. Kerja mereka biasa lebih dari satpam biasa. Minimal untuk komandan**

From the conversation above, it can be seen that speaker B agrees to the Speaker's A idea. Both of them have same decision. It means that speaker B uses maxim of agreement.

6. A: Mohon doa utk pak *** hrss menjalani perawatan di RS ***

B: **amin, smoga cepat sembuh pak...alfatihah**

This conversation shows the use of sympathy maxim. The speaker B expresses his/her sympathy for his/her partner because of ill. Speaker B also prays to his/her partners' covering.

CONCLUSION AND SUGGESTION

After analyzing of the data based on the theory of Leech proposed the language politeness into six maxims. It can be found that the lecturers use six maxims in conversation. They use tact, generosity, approbation, modesty, agreement and sympathy maxim. Then, the result of the data shows that the dominant maxim used by lecturers in group chatting WhatsApp is agreement. Meanwhile the lowest is generosity. From this, we know that lecturers tend to use group chatting "WhatsApp" as the media to share information, discuss idea or problem related to the increasing or growing of university. They tend to use politeness by utterances of agreement maxim to find one decision. It's meant that the conversation between lecturers in group chatting "WhatsApp" can be said "Polite". This politeness seems from the six maxims they used in conversation.

From this result, the writer suggests to the reader that language politeness should be applied in communication to avoid dispute, appreciate others, maximizing the generosity and feels what other feel. Language politeness can create good communication in our daily life. Hopefully, this result can give benefit or as references to the readers, especially for the next researcher who interest to conduct other research related to pragmatic

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