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**“LINGUISTICS AND LANGUAGE TEACHING
FOR CULTURAL UNDERSTANDING”**

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**“LINGUISTICS AND LANGUAGE TEACHING FOR CULTURAL
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Judul Buku :
**“LINGUISTICS AND LANGUAGE TEACHING FOR CULTURAL
UNDERSTANDING”**

Penyunting :
Dr. Dwiyanto Djoko Pranowo, M.Pd.
Drs. Sulis Triyono, M.Pd.
Nuning Catur Sri Walujeng, S.Pd., M.A.

Tata Letak :
Pudji Triwibowo

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E-mail : unypress.yogyakarta@gmail.com

TABLE OF CONTENTS

COVER	i
COPYRIGHT	iii
MESSAGE FROM THE CONFERENCE CHAIR	v
SPEECH BY THE DEAN OF THE FACULTY OF LANGUAGES AND ARTS YOGYAKARTA STATE UNIVERSITY	vi
TABLE OF CONTENT	vii
BEST PRACTICE IN LANGUAGE TEACHING: LESSONS FROM TEACHING INDONESIAN IN AUSTRALIA	1
David Reeve	
CADRE EUROPEEN COMMUN DE REFERENCE POUR LES LANGUES: DEVELOPPER LA CAPACITE A COMMUNIQUER PAR-DELA LES FRONTIERES LINGUISTIQUES ET CULTURELLES	17
Christine Moerman	
ASEAN LANGUAGES AS LINGUA FRANCA IN ASEAN COMMUNITY	24
Sombat Khruathong	
INTERCULTURAL COMPETENCE IN FOREIGN LANGUAG EDUCATION: AN OVERVIEW	29
Katharina Endriati Sukamto	
LANGUAGE, CULTURE AND VARIABILITY IN SPEECH COMMUNITY	37
Mahieddine Rachid	
HISTORICAL RELATIONS OF BARANUSA SPOKEN IN PANTAR WITH KEDANG SPOKEN IN LEMBATA AND LAMAHOLOT SPOKEN IN EAST FLORES: A DIACHRONIC LINGUISTICS STUDY	40
Yunus Sulistyono	
REFUSAL STRATEGIES: A STUDY OF INTERLANGUAGE PRAGMATICS OF JAVANESE NATIVE SPEAKERS STUDYING EFL IN THE ENGLISH DEPARTMENT, JEMBER	48
Hafiizhah Dwiananda Rakhmah	
INDOGLISH: ADAPTATION OF ENGLISH LANGUAGE INTO INDONESIAN CULTURE(A SOCIOLINGUISTIC STUDY AT UNIVERSITY IN JAVA, MADURA, AND BALI ISLAND)	53
Kundharu Saddhono, Ani Rakhmawati, and Sri Hastuti	

PARODY OF BEAUTY PRODUCT ADVERTISEMENT IN THE UNITED NATION'S TV COMMERCIAL ABOUT RACISM: A CRITICAL DISCOURSE ANALYSIS WITH INTERTEXTUAL APPROACH	138
Dewi Khairiah	
ANGER EXPRESSION BETWEEN MEN AND WOMEN: A SOCIO PRAGMATICS STUDY	144
Latif Amrullah	
ANALYSIS OF "SNICKERS" TV COMMERCIAL FROM THE PERSPECTIVE OF BROWN AND LEVINSON'S THEORY OF POLITENESS.....	150
Hetty Hartati Novita	
DEPICT IM/POLITENESS VIA MEDIATED MESSAGE SERVICES (SHORT MESSAGE SERVICE, BLACKBERRY MESSANGER AND WHATSUP) OF COLLAGE STUDENTS	156
Masriatus Sholikhah, M.Pd.	
COURTEOUS REFLECTS THE CIVILLIZATION OF MALAY COMMUNITY	162
Prof. Madya Dr. Hajah Siti Khariah binti Mohd. Zubir	
AN INTERLANGUAGE PRAGMATICS STUDY OF GRATITUDE EXPRESSION BY JAVANESE EFL LEARNERS IN INDONESIA	167
Laili Rizqiatul Aisyah	
POLITENESS STRATEGIES IN "MATA NAJWA" TALKSHOW PROGRAM: A CASE STUDY ON HAKIM SARPIN AND HAJI LULUNG EPISODE	176
Reli Handayani	
THE ROLE OF LANGUAGE INTERACTION POLITENESS IN ELECTRONIC MEDIA THROUGH CHARACTER EDUCATION CHILDREN	183
Suryaningtyas, Limas Assifa	
CULTURAL INTERFERENCE IN TRANSLATING ENGLISH JOKES INTO INDONESIAN	187
Rahmanti Asmarani	
INDO TRANSLATION VARIETIES OF BURN'S <i>A RED RED ROSE</i> BASED ON ANDRE LAFEVERE'S TRANSLATING PRINCIPLES	193
Sarif Syamsu Rizal	
THE FUNCTION OF TRANSLATION IN FOREIGN LANGUAGE TEACHING.....	202
Sufriati Tanjung	
TRANSPOSING CULTURE IN CHILDREN LITERATURE: A STUDY ON <i>AESOP'S FABLE</i> AND ITS TRANSLATIONS THROUGH ADAPTATION METHOD	206
Asrofin Nur Kholifah	

DEPICT IM/POLITENESS VIA MEDIATED MESSAGE SERVICES (SHORT MESSAGE SERVICE, BLACKBERRY MESSANGER AND WHATSUP) OF COLLAGE STUDENTS

Masriatus Sholikhah, M.Pd.

STKIP PGRI JOMBANG
masriatus.stkipjb@gmail.com

The notion of politeness in Javanese point of view is definitely different from English mind set then this may effect in term of its usage in daily live. Obviously, in Javanese culture interlocutor addresses other depends on the strata, social class, maturity, and further they commonly classified by the language level; *ngoko*, *kromo* and *kromo inggil*. This notion is not found in English since they do not recognize the specification like Javanese had. Additionally, attempting politeness in English Brown and Levinson has been pioneering this concept towards social interaction. Inferred of both English and Javanese culture STKIP PGRI Jombang students are commonly produce on both polite and impolite in sending message (via SMS, BBM, and WA) to the lecturer in term of lecturing activity. Eager to know what kind of politeness strategic applied by the students and what factors influencing the students to send the messages via mediated service, this study employed content analysis to reveal those questions. Being done by taking data from the communication taken place between students and lecturer, it resulted that the students felt has close relation and intimacy with the lecturer that influenced the impolite messages. Further, revealing second discussion it found that students commonly employ positive politeness strategic in sending message.

Keywords: politeness strategic, mediated message services, college students

Introduction

Notion of politeness in Javanese culture and English culture are likely different. In west, people are common giving refusal or even rebuttal to other interlocutors, whereas this condition never found in east culture. As Javanese, involving in a certain communication circumstance means they have to put their self in proper way. This acknowledges the way of speaking and behaving, on accordance of whom they speaking with reflected by speech level and what circumstance them getting involved.

In term of this study, STKIP PGRI JOMBANG as one of develop institution has its diver students which come across culture, faith, tribe and language, becomes a prospect full field of linguistics research. Having more

than 5000 students in all academic years, STKIP provided 6 departments as choice. Here, interaction among civitas academica run firmly since the motto of the governance is "*amongroso*". This means that its people are considered to have high tolerant to other. More over as prospective teacher, the students are thought by much local content on the basis of the local wisdoms. In spite of, students are also thought by employing current relevant curriculum which in practical are commonly employ computer aided.

In term of learning process, students and lecturer are commonly getting involved in certain communication. This does not really mean that communication always occur in the instructional process but also some other different times. In certain subject there must be

a certain committee who takes responsible in administration of learning process which usually known as PJMK (penanggung jawab mata kuliah). They have an obligation to relay any information between students and lecturer in instructional context, for example confirming the schedule or asking permission for other student under certain condition. The intensity of communication, somehow make students feel intimate with the lecture then might affect their communication pattern. This condition however make student feel in deep free to send message via mediated services, which to some extent make the lecturer feel hampered due to the diction of the messages are considered inappropriate. Another context which students commonly tackle the norm communication is the period of engaging in interaction, for example as supervisor in accomplishing thesis work program. Those phenomena then prompt student to enact both politeness and impoliteness in sending messages via mediated services.

Politeness

The notion of politeness comes across the communication since people feel have equality and dignity. This is what usually known as “face” in politeness strategic concept. Communication is defined as a process by which we assign and convey meanings in an attempt to create shared understanding; both the speaker and hearer should hold to general rules or principles and thereby use certain strategies. An often used strategy to achieve this is politeness (Renkema, 1993).

In 1978, English scholars Brown & Levinson wrote an article “Universals in Language Usage: Politeness Phenomena”. Soon after that, Leech delivered his six criteria of politeness in 1983. Both of them draw great attention to Politeness. Leech (1983) defines politeness as “a form of behavior that establishes and maintains comity”, that is, “the ability of participants in a social interaction to engage in interaction in an atmosphere of relative harmony”. Further, Brown and Levinson (1987) suggest politeness as a compensation action taken to counter-balance the disruptive effect of face-threatening acts (FTAs). In addition, they describe Face Threatening Acts as acts that infringe on the

hearer’s need to maintain his/her self-esteem and be respected (Brown and Levinson, 1987).

To achieve the goal of politeness, there are 3 (three) aspects must be considered, as follows: (1) considering the social background of the communicator. (2) According to the communicative circumstances. (3) And showing awareness for another person’s face when that other seems socially distant is often described in terms of respect or deference.

According to Brown & Levinson politeness involves showing an awareness of other people’s face wants, and face refers to public self-image. There are two aspects to this self-image, positive face and negative face. Positive face refers to the want of every member that his wants be desirable to at least some others. On the other hand, negative face refers to the want of every ‘competent adult member’ of a society that his actions be unimpeded by others.

In addition, Brown and Levinson also proposed concept of Face Threatening Acts (FTA's). This described as acts that infringe on the hearers' need to maintain his/her self-esteem. Nevertheless, interlocutors might be about threaten someone’s positive or negative face, but do not mean it, it can be minimized by applying politeness strategies that are Bald on Record, Positive Politeness, Negative Politeness, and Off-the-Record. In the **bald on record strategy**, the speaker does nothing to minimize threats to the hearer’s face. The prime reason for its usage is that whenever a speaker wants to do the FTA with maximum efficiency *more than what being expected* to satisfy the hearer’s face, even to any degree (Brown and Levinson, 1987: 95). There are, however, different kinds of bald on record usage in different circumstances, because speaker can have different motives for the intention of doing the FTA with maximum efficiency. The kinds are (1) Cases of non-minimization of the face threat, and (2) Cases of FTA-oriented bald on record usage.

The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer's need to be respected (minimize the FTA). The only feature that distinguishes positive

politeness compensation from normal everyday intimate language behavior is an element of exaggeration. The sub strategy of positive politeness is drawn as follows:

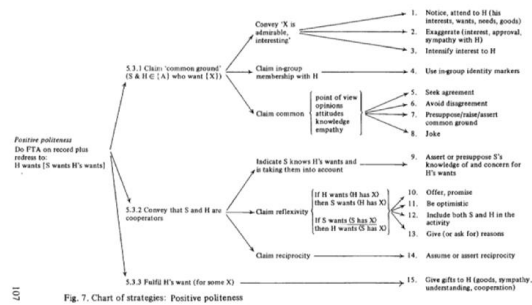


Fig. 1 positive politeness

Negative politeness is defined as “a redressive action addressed to the addressee’s negative face: his want to have his freedom of action unobstructed and his attention unrestricted” (Brown and Levinson, 1987). Negative politeness strategy recognizes the hearer’s face, but it also recognizes that the speaker is in some way forcing on them. The sub strategy of negative politeness is drawn as follows:

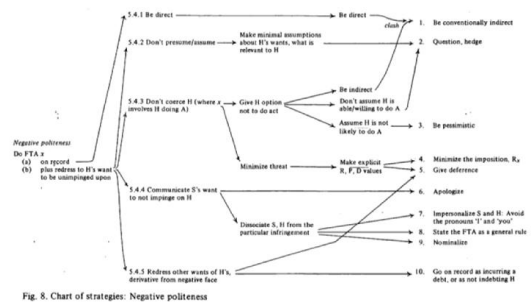


Fig. 2 Negative politeness

Further, a communicative act is done **off-record** if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act. Thus, if a speaker wants to do an FTA, but wants to avoid the responsibility for doing it, he can do it off-record and leave it up to the addressee to decide how to interpret it.

Javanese politeness

In Javanese, concept *andap ashor* and *toto kromo* or in other words known as *sopan santun*, are basic value thought by the parents to the children. *Sopan santun* refer to Javanese face work, this means Javanese politeness is built on the feeling of *isin (shame)* by which polite conduct is introduced to Javanese children by making them to feel ashamed about what other people may think when they cannot show proper behavior (Geertz, 1961). Outside their family, all social relationships are threatened by *isin* and only in the family circle do they feel relaxed completely (Suseno, 1997). Further, he added that to minimize *isin* in wider social contexts, Javanese people establish a strict formal etiquette (*tata krama*) which will secure and protect them against the feeling of *isin* when they perform it accordingly. One’s deficiency of polite behavior in this sense is regarded as not having reached the quality of ‘Javaneseness’ or he or she is not Javanese yet (*durung jawa* or *gak njawani*) (Kartomihardjo, 1981) and suffering from a lack of teaching (*kurang ajar*) which will bring shame. Thus, to maintain one’s face through *santun* means to refrain oneself from being shameful by obeying *tata krama*.

Deals with speech level, Javanese recognize three gradation, *ngoko*, *kromo* and *kromo inggil*. Lately this concept is as dying as the language, since the interlocutor consider this is no longer relevance to current condition (pop culture). By the influence of western culture and *hallyu* (Korean wave), Indonesian culture which emblem by Javanese culture is decreasing time by time. This thing is proven by the social phenomena surrounded. First phenomenon is there is no more youth talk address elder by employing proper speech level; secondly, in term of behavior address other and even elder they don’t even represent the good Javanese value. Lastly, they don’t even provide politeness in speech and behavior in social interaction even with the teacher. These phenomena, of course, occur in Indonesian politeness concept as well. Youth tend to ridiculous as well as bad adjustment to society context where they embroiled in communication recently.

Communication distance

To communicate with other, people commonly consider the social distance zone to determine how they have to act in the interaction. Edward T Hall (1966) specified four distance zones, as follows; Intimate distance, Personal distance, Social distance, Public distance. Those distances contribute the pattern on how to behave each other, with family, friends, and spouse and even to person who just met.

In addition, there are some factors that influence the pattern in communication, they are; the nature of the social situation, the norms prevailing in any given social group, personality trends, A person's transitory tendencies, and the last is the process of perceiving and interpreting a situation. By realizing the position of interlocutors and circumstance of communication, so the goal of communication will accomplish as well as politeness strategy.

The reflection of politeness strategic

After selecting and coding the data, the next process is analyzing the data then presents the data into form of conclusion. Data comes from students in STKIP PGRI Jombang from all departments. The data is the messages via mediated services in term of instructional context which sent by the students. Here, the students are selected under certain condition as stated in initial. The data, further, is presented as follows:

Data from short message service

In using **positive politeness** strategy which was applied there are:

Example 1. Bu, saya izin ndak bias masuk, ada kepentingan keluarga. Lufiana 2014-A

In this sentence, sender avoid disagreement so she directly state what she wanted without asking permit ion formally.

In using **negative politeness** strategy which was applied there are:

Example 1. Assalamu'alaikum Bu saya munir kelas 2014 A, materi buat presentasi kel.9 apa ya bu? Maaf mengganggu sebelumnya.

This strategy is used can simply admit that he is impinging on H's face. S can indicate his reluctance to impinge on H's negative face and

hereby partially redress that impingement by apologizing.

In using **bald on record** strategy which was applied there are:

Example 1. Assalamu'alaikum. Bu muna, pripun kabarnya?? Sehat? Apa sdah ada informasi trbaru??? Mtur nuwun.

On the sentence above, speaker Granting permission for something that H has requested before.

In using **off record** strategy which was applied there are:

Example 1. Assalamu'alaikum, sy Aim dari 2014C nanti mau ngumpulin makalah presentasi. Jenengan nanti ada jam nopo mboten bu?

On the above sentence speaker sent a clue what is being intended.

Data from whatsapp message service

In using **positive politeness** strategy which was applied there are:

Example 2. Bu esty...njenengan posisine teng pundi, kulo bade ngumpulaken makalah. Fatimah 2014 B

Speaker employed be direct strategy. She delivered her intention in initial after giving salaam.

In using **negative politeness** strategy which was applied there are:

Example 2.assalamu'alaikum, bu ima ini jesinta prasiska dari 2014 C. saya belum berhasil gabung di edmodo bu. Jadi saya posting tugas titip akun silfia maulina. Tetapi saya akan berusaha terus supaya bias masuk ke group di edmodo. Terimakasih bu ima. Wassalamu'alaikum

This strategy is used can simply admit that he is impinging on H's face. S can indicate his reluctance to impinge on H's negative face and hereby partially redress that impingement by apologizing.

In using **bald on record** strategy which was applied there are:

Example 2.assalamualaikum, bu pangapunten kolowingi badhe sms panjenengan kesupen, sertifikat kagem juri sedoyo sampun kulo paringaken bu rukmini bu sakmeniko, matur suwun bu.

On the above sentence it can be known that the speaker wanted to inform in cases of great urgency

In using **off record** strategy which was applied there are:

Example 2. assalamualaikum. pak penjenengan ada di kampus noposekarang? Saya ingin berkonsultasi dengan bapak. Ini saya reni mahasiswa bimbingan skripsi.

On the above sentence the speaker send message vaguely since there is no specific thing she wanted to consult.

Data from blackberry message service

In using **positive politeness** strategy which was applied there are:

Example 3. assalamu'alaikum..bu maaf mengganggu..saya nuzu kelas 2014C. saya hari ini mintaizin tidak bias masuk kuliah karena sakit bu...terimakasih bu...mohon maaf..

By involving her to his reason, she is thereby led to see the reasonableness of his FTA. In order words, assuming cooperation, a way of showing what reason is needed.

In using **negative politeness** strategy which was applied there are:

Example 3. assalamu'alaikum, bu, mohon maaf mengganggu waktunya. Saya kurnia fitriati bahasa inggris 2013, saya mohon bimbingannya untuk mengerjakan PKM-GT, apakah bu ima berkenan untuk menjadi pembimbing kelompo kami?terimakasih.

On the above sentence, speaker indirectly asking an approval from the lecturer to be her supervisor in research program

In using **bald on record** strategy which was applied there are:

Example 3. ooh baik bu..jadi belum ada tugas di edmodo ya bu? Untuk senin, apa tetap dijalankan presentasinya?

The sentence above asks granting permission for something that H has requested.

In using **off record** strategy which was applied there are:

Example 3. bu ini saya evi 2013Auntuk instructional media hari ini masuk apa tidak?

Soalnya ada yang bilang perkuliahan libur karena ada acara XG.

Presuppose is strategy being used in this sentence. This indicated from the statement *Soalnya ada yang bilang perkuliahan libur karena ada acara XG.*

The contribution of social space zone

The finding of data analysis shows that most of the students from all departments employed positive politeness with 45 times of usage (41.28%), followed by negative Politeness which was used 40 times (36.7%), Off-the-record which was used 19 times (17.43%), and then bald on record which was used only 5 times (4.59%) as presented in Table 1 below:

Table 1: Distribution of the Types of Politeness Strategy

No	Politeness Strategies	Frequency	Percentage (%)
1	Positive politeness	45	41.28
2	Negative Politeness	40	36.7
3	Off-the-record	19	17.43
4	Bald on record	5	4.59
Total		109	100

From the above table can be concluded that students feel have close relation with the lecturer since the duration of the relation, is at least one semester when they become a PJMK or a period of thesis supervision. This, further, establish the students in sending of those messages.

Conclusion

Based on the analysis and discussion, it can be concluded that politeness strategies and the factors that influence the choice of strategies are interrelated. It can be occurred in all kinds of social distances, for example based on this study, it found in friendship, job as presenter in talk show, and for the first meeting and event conversation via mediated message service between lecture and students. They all applied politeness strategies depend on the situations

and the needs of communication. When applied the politeness strategies they should be carefully to choose the strategies, moreover conversation in a personal conversation. The result of this study found that the prominent factor affected politeness/impoliteness strategic in conversation between students and lecturer affected by the distance. The closer and longer duration they establish communication the closer and more casual students tend to present behavior.

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