

## TYPES AND MARKERS OF POLITENESS DEPICTED IN PUBLIC SERVICE ADVERTISEMENT IN PEKANBARU

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**Abstract:** *The application of politeness can be found in daily life through behavior of deeds and words, it can also be described in a public service advertisement. The purpose of this research was to determine and explain the types and markers of politeness depicted in Public Service Advertisement in Pekanbaru. This research was done chronologically based on three steps, they were; collecting of the data, analysis of the data and presenting the result analysis that was guided by methods and various techniques of language analysis by Sudaryanto (1993). The data were collected by using observational method. Tap technique was used as the basic technique. In observing the data, pictures of the data were documented by using camera tool of observation. Besides, note-taking technique was also used in documenting the data. Data collected then was analyzed by using pragmatic identity method. The result of the analysis was presented by using informal method. Based on the result, there were eight types of politeness applied in Public Service Advertisement in Pekanbaru. Related to politeness markers used in Public Service Advertisement in Pekanbaru there were three politeness markers. They were; mari, ayo and – lah.*

**Keywords:** *Types and Markers, Politeness Depicted, Public Services, Advertisement.*

### INTRODUCTION

As a means of communication and part of culture, language has an important role in human's life. In doing communication, people used language to say or deliver their ideas and opinions, messages, advices, suggestions, information and many others. There were many ways

of making communication. It can be in both oral and written language. The message can contain such as instruction, request, invitation, warning, news, infotainment and also advertisement. It was important to consider about someone's attitude when they were doing or saying something. If the speaker decided to

say something, it meant that she/he has already thought about the way and choice of words which was used during the conversation. Another goal of communication is to make social relationship. In making social relationship, some strategies of communication should be applied in order to reach the goal of communication. In linguistic analysis, there are some strategies in social relationship communication such as implicit, indirectness, politeness etc.

The right chosen politeness has a big effect refers to the goal of communication. The false politeness can make risk of failure. The failure means here that the listener or reader cannot get understand the speaker or writer messages. Politeness that is applied in communication is being related closely to pragmatic. Politeness is a field of applied linguistic and pragmatics because politeness is one of main functional units in communication and any socio-cultural contexts which is its used is essential for various reason. Politeness played an important role in human life. The politeness was not only for one group society, but also it was for everyone in all conditions that using

language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995: 150) stated that; politeness was a real-world goal (politeness interpreted as a real desire to be pleasant to others or as the underlying motivation for an individual's linguistic behavior). Using politeness made listeners could give a good response to speaker's question or request. According to Yule (1996: 60), politeness was showing awareness of another person's face; it was related to social distance or closeness. Politeness referred to the emotional and social sense of self that everyone else to recognize. In this case, politeness was really needed to build a good relationship and to have a good social interaction with other people. In other word, politeness was the expression of the speaker's intention to mitigate face threats carried by certain face threatening acts toward another.

In linguistic research, many experts have been discussing about politeness. They tried to find the facts about politeness itself and still need more researches are conducted. It shows that politeness is not absolute or

static but it is very dynamic and variety. Generally, it is realized that when people chat, speak, or converse they have to adhere about cultural norms because it will prove that they are educated or competent speaker. Although clarity in communication is important, some experts agree that politeness in communication is more important though. When people deliver messages whether in oral or written without the right types or markers of politeness, the message could be said failed although they deliver it with right grammar, written or pronunciation.

The researcher has found a phenomenon of pragmatic in Public Service Advertisements (PSA) in Pekanbaru. There many Public Service Advertisements that was issued by government and other government's institutions in Pekanbaru. Basically, those messages are exposed to maintain stability, safety, help out society, to inform people and also orderliness of the city, although in fact some of them do not work as well.

Based on these phenomena, the researcher is interested in analyzing the politeness phenomena that depicted in public service

advertisement in Pekanbaru, especially the types and markers of the politeness. Besides having general characteristic of politeness, Public Service Advertisements (PSA) in Pekanbaru should has to its own distinctive feature and unique. In addition, through this study it is also expected that this research can give contribution to reader by informing about types and markers of politeness depicted in Public Service Advertisements (PSA) in Pekanbaru.

## **LITERATURE REVIEW**

### **Pragmatics**

Pragmatics is a branch of linguistic study that concerns with the study of meaning as communicated by a speaker or writer and interpreted by listener or reader (Yule1996). In other words, pragmatics is a study of speaker meaning related to the context to make an utterance more communicative than is said. In pragmatics, we focus only on a spoken language, conversation, or how people speak or express their desire when they communicate with others. People express their feelings, desires, point of views and variety of thing about their culture, society and so on. But sometimes, they have many desire

which they do not express or unable to express and there can be variety of reason for that, for example; inferiority, fear, insult, etc. Pragmatics tries to study human beings at their characterization, feelings, needs, attitudes, volition or volatile personality and many other things through language. Therefore, pragmatics is the study of language used by real people in real context.

Profesor of Linguistics at the University of Wales, David Cristal (Crystal: 1986:240) stated, Pragmatics is the study of language from the point of view users, especially of the choices they make, constraints they encounter inusing language in social interaction and the effect their use of languagehas on other participants in the act of communication.

Pragmatics is a systematic way of explaining language use in context. Every context has a special meaning and it is the context which decides meaning. So meaning is determined by the relative quality of language used and intention of speaker to hearer. Pragmatics is the study of what speaker means by saying something is said or how does a speaker use language in a particular context and

how it is interpreted in the use of same context. The first important thing that must be done is to draw a distinction between the meaning of sentences and the meaning of utterances. An utterance is a natural unit of speech bounded by breaths or pauses or in other words, it is a complete unit of talk, bounded by the speaker's silence. Utterances do not have a precise linguistic definition. Phonetically, an utterance is a unit of speech bounded by silence. In dialogue, each 'turn' by a speaker may be considered as an utterance.

An individual when communicate, she/he makes use of utterance. It may or may not be a sentence. Whatever is uttered by an individual is an utterance. Every utterance becomes meaningful to the listener. Therefore, no utterance is meaningless, every utterance is meaningful. Pragmatic generally can be defined as a study of how utterance has meanings in particular situation. A speaker when delivering his or her message to the hearer has some intended meanings. These intended meanings sometimes are not expressed directly but implicitly for a certain purpose.

### Politeness

Many linguistic experts have discussed politeness as a part of pragmatic. Every expert has their own opinion in defining politeness in pragmatic, but most of them agree that politeness is closely related with speaker, addressee, and context.

Thomas (1995:150) stated, the politeness could be said as a sincere desire to make good thing to somebody else. The sincere desire could be in the form of a verbal act and daily attitude.

While, Pranowo (2009:15) stated, Good or bad of one's behavior could be seen from how language s/he use and behavior shown. Language and behavior would be seen by the using of politeness in speaking, and it used both verbal and non-verbal language.

However, politeness is not applicable generally. It is depend on the listener's response. The factor of the speaker's culture is an important thing that underlies the assumption. In a certain place, an utterance is considered as polite utterance, but it is not in another place. Leech named the politeness as relative politeness. Politeness is also depending on context, it is mean that a politeness

that is applied in a society, place, and certain situation is not necessarily applied in other society, place, or situation.

In this research, the researcher used the text or written messages from PSA in Pekanbaru. Oktavianus and Revita (2013:91) gave an example about the using of politeness in conversations as follows:

A. *Caliak buku patang sabanta,  
Di*

*Lihat buku kemarin sebentar,  
Di*

B. *Onde, maaf yo. Harusnyalah  
ambo baliakan  
Maaf ya, harusnya sudah  
dikembalikan*

A. *Ndak baa do  
Tidak apa-apa*

From the conversation above, B borrowed a book from A, and then in another day A need the book at the time but he doesn't ask directly by saying "please give back my book". Perhaps A just wants to keep his good relation to B and he doesn't want the relationship become failed so as a replacement he just states that he want to see the book for a while. So semantically the word "see" become same meaning as "give back".

## **Types of Politeness**

There are many kinds of politeness that has found some researchers; one of them is Oktavianus and Revita (2013:83). Oktavianus and Revita divided 10 types of Politeness in Minangkabau language, they are;

### **(1) Politeness of Request**

A request politeness is an expression that has a meaning inside it that would be the reason or part of reason of the listener to take an act.

### **(2) Politeness of Refuse**

Humans have their own characteristic and behavior. The self-capacity of one's will be different with others', the differences is about social background, culture, psychology and environment.

### **(3) Politeness of Asking Question**

Asking question is one of communication activity that has a load to the listener. The load here means the energy and minds that would be expressed to get the information from the speaker then became an answer to response the speaker's question'. It is mean that when a listener is asked a question by speaker, he can be stopping his activity for a while in order to answer the question of the

speaker as long as the question is delivered politely.

### **(4) Politeness of Instruction**

One of others need in communication is to influence the listener to do something for the speaker needs. The kind of utterance is called the order utterance. Giving an order or request is including the communication which can load someone else. Therefore, in giving an order or request should be use sentences that have politeness in it.

### **(5) Politeness of Commitment**

Promise is a form of communication where the speaker states, offers or promise something, while the listener has an expectation about something that has promised by the speaker. When the speaker makes a promise to the listener, s/he has to keep his promise because promise is a debt. From the listener side promise is a hope. If the hope hasn't paid by speaker of course the listener will be disappointed. Therefore a promise should be delivered politely.

### **(6) Politeness of Expression**

The expression means the best of something is a mediocre. The mediocre means something that is not exaggerated and not too minimized.

Therefore, the using of hyperbole language is not correct because it can be considered as bad psychological symptoms. Consequently, in delivering messages should consider the politeness aspect.

#### **(7) Politeness of Compliment**

The others form of communication is compliment. Compliment can make the listener feel excited. But giving compliment should be delivered carefully. Compliment cannot be done excessively. If the speaker does that, the compliment could be as an insulting.

#### **(8) Politeness of Giving**

Human always needs each other in many aspects of life. Such interaction brings up the concept of take and given. Between both of them, giving is considered better than receiving (take). However, in delivering of those messages (giving message), the speaker should be used politeness markers in it.

#### **(9) Politeness of Emotion**

In the Indonesian big dictionary, published in 1995, the definitions of emotions are: (1) A gust that develop and receding in a short time; (2) the situation and reaction of psychologist and physiologist such as:

excitement, sadness, compassion, love and courage that is subjective.

#### **(10) Politeness of Happiness**

When someone feels excited, s/he has to show it politely. S/he should not be overjoyed'.

#### **Politeness Markers**

Politeness markers have a strong connection with Politeness types because every types of politeness have a certain markers. There are some markers can be classified as a polite utterance. Rahardi (2005:125) has divided some linguistics politeness markers, they are; (1) *Tolong*, (2) *Mohon*, (3) *Silahkan*, (4) *Mari*, (5) *Ayo*, (6) *Biar*, (7) *Coba*, (8) *Harap*, (9) *Hendaknya*, (10) *Hendaklah*, (11) – *lah*, (12) *Sudi kiranya*, (13) *Sudilah kiranya*, (14) *Sudi apalah kiranya*. Besides these markers, politeness in imperatives, interrogatives in Indonesian language are marked by the length, order, kinetic and intonation of the utterances.

#### **Context**

Leech (1983:13) has state that context has been understand in various ways, for example to include 'relevant' aspects of the physical or

social setting of an utterance. Leech then considers context to be any background knowledge assumed to be shared by speaker and hearer or reader, and which contributes to hearer or reader's interpretation of what speaker's means by a given utterance.

Talking about context, there are four subareas involved. They are physical context, epistemic context, linguistic context and social context. Physical context is the term of where the utterance is taking place, what objects are present and what actions are occurring. Epistemic context refers to what speakers know about the world. For example, what background knowledge is shared by the speakers is crucially part of epistemic knowledge when someone has a conversation with someone else.

The next is linguistic context. Linguistic context refers to what has been said already in the utterance. For example, if someone begin a discussion by referring to Jane Smith, and in the next sentence refer to "her" as being a popular actress, the linguistic context lets the hearer to know that the antecedent of "her" relationship between speakers and hearers.

Another explanation about context is given by Huang (2007:13) According to Huang, context can be seen as a composition of three different sources, a view known as the 'geographic'<sup>5</sup> division of context. The first one is physical context, which refers to the physical setting of the utterance. The second type is linguistic context, which refers to the surrounding utterances in the same discourse. The last one is general context, which explains why an utterance should be described pragmatically well-formed, but then another utterance is not

Context differs markedly from one language to another. This is frequently seen in cases where the same instruction appears side by side in two or more languages. The difference are often remarkable, both in choice of words or and in the length of the message. Context is more than a matter of reference and of understanding what things are about. Practically, speaking context is also what gives our utterances their deeper meaning. The context is also of paramount implicature, and the whole set of context-oriented features.

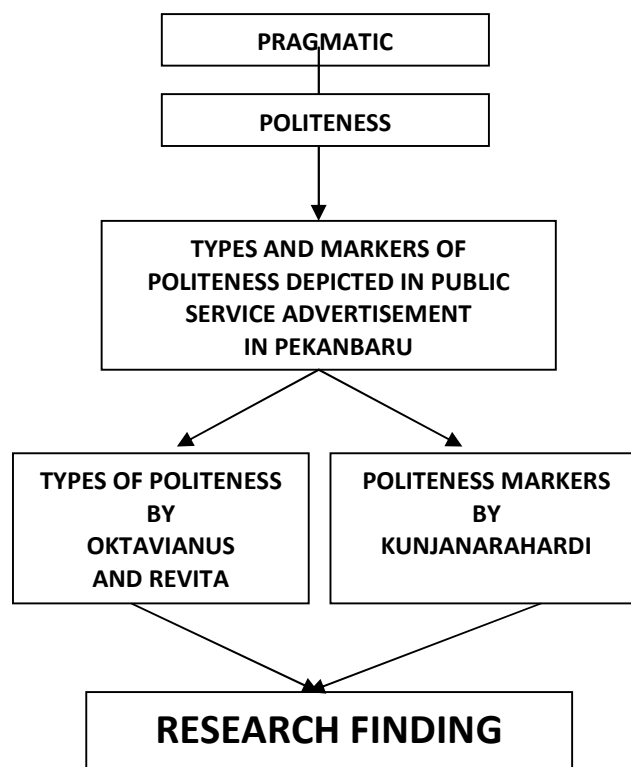
## METHODOLOGY

This research is done by using of qualitative and descriptive method. The descriptive is a method that using data in the form of words that focus on meaning, describe a phenomenon that will be examined by the researcher. While qualitative method will produce descriptive data, then being extracted so that deliver the consistent hypothesis. The researcher will collect the data has been taken from Public Service Advertisement at the main streets in Pekanbaru, because the researcher considered that Pekanbaru is the capital city of Riau Province and the researcher will find the data easily through the streets. In collecting the data the researcher observes the city to find the messages. Then the data or messages are taken by observational method. Method of supplying the data by observation is done by observing the use of language. The researcher observes the data by taking some pictures of public advertisements or making documentations. The researcher also uses note talking technique. He takes notes many message found during his observation. Then next step is transcription. Firstly data in the form

of pictures, then the researcher are transcribed it into written form.

## DISCUSSIONS

### Flow of the Research



In this research, the researcher presented his result of analysis by using words. Formal method presented the result of the analysis by using sign and symbols, while informal method presented it by using words. The researcher has found that there were eight types of politeness from ten types of politeness by Oktavianus and Revita (2013:83) used by Pekanbaru Authority in Public Service Advertisement in Pekanbaru. They were; Politeness of Request,

Politeness of Instruction, Politeness of Commitment, Politeness of Compliment, Politeness of Expression, Politeness of Giving, Politeness of Emotion and Politeness of Happiness.

Related to the politeness markers by Rahardi (2005:125) the researcher has found three politeness markers they are: *mari*, *ayo* and *-lah*.

Not only in daily conversation, speech, newspaper, news etc, politeness also has important roles in making the message in all advertisements look easy to understand, soft, not too direct and polite. It makes all readers feel impressed with the messages and even obey what has delivered by the message.

## CONCLUSION

This research's goal was observing the Public Service Advertisements which is the researcher found in Pekanbaru, especially to explore the types of the politeness by Oktavianus and Revita (2013:83) and the politeness markers by Rahardi (2005:125).

After doing the research, the researcher has found that there were eight types of politeness from ten

types of politeness by Oktavianus and Revita (2013:83) used by Pekanbaru Authority in Public Service Advertisement in Pekanbaru. They were; Politeness of Request, Politeness of Instruction, Politeness of Commitment, Politeness of Compliment, Politeness of Expression, Politeness of Giving, Politeness of Emotion and Politeness of Happiness. Related to the politeness markers by Rahardi (2005:125) the researcher has found three politeness markers they are: *mari*, *ayo* and *-lah*. There were still many others types of types of the politeness and the politeness markers depicted in Public Service Advertisement in Pekanbaru, but for this research the only found 8 of 10 types of politeness by Oktavianus and Revita (2013:83) and 3 of 14 politeness markers by Rahardi (2005:125). Besides some finding above, it is very important to remember that politeness as a part of pragmatics deals closely to context. From this research the researcher also make a conclusion that an utterance when added with certain politeness types or markers both as oral or written language influences the meaning of utterance significantly.

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