

POLITENESS STRATEGIES EMPLOYED BY AGENT EMOK BANK

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ABSTRACT

The aims of this study were to describe the types of politeness strategies employed by agent emok bank and to discuss the most frequent politeness strategies employed by agent emok bank. This research used qualitative descriptive method to analyze the data. To collect the data, this research used observation techniques. The observation was used to record the audio of oral communication of agent emok bank. The audio-record of oral communication are transcribed and classified into four strategies based on theory from Brown & Levinson (1987). The result showed the strategies that used by agent emok bank there are four strategies in those utterances in oral communication of agent emok bank, they are bald on record, positive politeness, negative politeness and off record. The most frequent strategy used by agent emok bank is positive politeness that occupied 64% or 49 of 76 utterances, while bald on record 22% or 17 utterances, then the less strategies that used are negative politeness and off record that each occupied 5 of 76 utterances or 7%. It can be concluded that the agent emok bank used four politeness strategies and the most frequent strategy used by agent emok bank is positive politeness rather than other strategies because the agent needs to keep the customers positive face.

Keywords: Emok Bank, Politeness, Politeness Strategies

ABSTRAK

Tujuan dari penelitian ini adalah untuk menggambarkan jenis-jenis strategi kesopanan yang digunakan oleh agen bank emok dan membahas strategi kesopanan yang paling sering digunakan oleh agen bank emok. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data. Untuk mengumpulkan data, penelitian ini menggunakan teknik observasi. Observasi digunakan untuk merekam audio komunikasi lisan agen bank emok. Audio rekaman dari komunikasi lisan ditranskripsikan dan diklasifikasikan menjadi empat strategi berdasarkan teori dari Brown & Levinson (1987). Hasil penelitian menunjukkan bahwa strategi yang digunakan oleh agen bank emok ada empat strategi dalam ujicoba tersebut dalam komunikasi lisan agen bank emok, yaitu bald on record, positive politeness, negative politeness, dan off record. Strategi yang paling sering digunakan oleh agen bank emok adalah positive politeness atau kesopanan positif yang menduduki 64% atau 49 dari 76 ucapan, sedangkan bald on record pada rekor 22% atau 17 ucapan, maka strategi yang kurang digunakan adalah negative

politeness dan off record yang masing-masing ditempati 5 dari 76 ucapan atau 7%. Dapat disimpulkan bahwa agen bank emok menggunakan empat strategi kesopanan dan strategi yang paling sering digunakan oleh agen bank emok adalah kesopanan positif atau positive politeness daripada strategi lain karena agen perlu menjaga wajah positif pelanggan atau nasabah.

Kata Kunci: Bank emok, kesopanan, strategi kesopanan

A. INTRODUCTION

Language is an arbitrary system which uses in society to cooperate, communicate, and to identify (Chaer, 2003, p. 32). With language we can do something with someone and in our language there must be courtesy to language because the language is polite and polite for good interaction, including in society. As a member of the community, someone must interact with other people through media and language is used as a medium to achieve communication goals. In short, language is a medium to communicate in order to interact with society in life.

In addition, communication occurs in almost all aspects of life and not only as communication with each other, but also used in social aspects such as one's relationship with others, religion, and politics, economics and social. In economics and social, such as bank, market and mall use language either, for example language used by customers and teller in the bank. In the bank there are some strategies that must be considered so that will form an effective communication. However, in modern times more banks come to consumers, by means of savings and loan cooperatives, or even pawning valuables and in rural areas there are now a lot of banks that come directly to consumers, and one of them is emok bank.

Bank emok is a term for microfinance institutions that collect in groups (lender groups), the model used is adopting group loans as done by garment banks (Maftuhah,

2017). Called emok because transactions are carried out while sitting on the floor (emok is sitting in Sundanese). By choosing a group loan model, because people have emotional ties. Through a group loan model, a high rate of return, the presence of group members who remind each other especially when the loan is carried out jointly. Joint responsibility which is one return where members will cover each other or help other members who have difficulties in returning. In some areas, mothers borrowed money to buy jewelry, clothing, and mobile phone. Consumptive culture in the countryside also tends to be high, not inferior to urban areas, and the level of someone's appreciation in the countryside for material is quite thick.

Thus the researcher is interested in analyzing the utterances used by agent emok bank during the process of argumentation in speech acts which are part of linguistics. In addition, a teller or agent also needs to speak politely in front of customers so that they can influence them to speak politely too. Therefore, the teller or agent is obliged to implement in savings and loan activities along with the use of language.

According to Glaser (2009), that the communicative competence of the speaker is related to pragmatics. Pragmatics determine our choice of words and interpret our language in different situations. For example awareness of how we change conversations when dealing with different types of listeners. And for example when we

will tell someone to do something for us. We will not say it right away “bring a pencil”, but we want to do this politely. Use word “sorry to bother you” it’s word that is used politely, asking someone to do something for us. Especially for someone we don’t know: sorry to bother you, but would you mind bringing a pencil for me? This is one example of pragmatics in terms of modesty. Pragmatics are concluded with several fields and politeness is one of them. considers that politeness strategies tend to be investigated because they are used by people in their social interactions and in special important context. Know what to say, how to say, when to say and how to say with other people.

In conducting this research, the present study was interested in analyzing the use of politeness strategies in direct speech acts used by agent of emok bank to customers. Oral communication was analyzed based on the politeness strategy criteria described by Brown and Levinson (1987). According to him, there were four strategies in FTA: Bald on Record, Positive Politeness, Negative Politeness, and Off Record.

In the previous study, Gemasih (2018) an analysis of politeness strategies employed by lecturer in speaking class. Sari (2016) focuses an analysis of politeness strategies in Barack Obama’s Victory speech. Putri (2016) conducted politeness strategies used in the interaction between santriwati (female students) and Ustadz or Ustadzah (teachers) at pesantren pendidikan pondok pesantren (PPPI) Tumpang – Malang. Norra (2015) also conducted an analysis of politeness strategies in Her Movie. While this study focus on Politeness strategies used by agents of Emok bank.

B. LITERATURE REVIEW

Pragmatics is related to human

interaction. In his/her interaction with others, he/she has to pay attention to the social and cultural background. Sometimes, he/she has to respect each other to make good interaction. To respect other people, everyone, has to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics. According to Yule (1996: 60), politeness is a concept of polite social behavior in a particular culture. It can be shown by showing good manners towards others. Politeness is related to the concept of face. Based on Brown and Levinson (1987:61), the face is a kind of public self-image that belongs to everyone. Everyone ought to consider face as basic wants so that one might know each other’s desire.

Bank emok is a term for microfinance institutions that collect in groups (lender groups), the model used is adopting group loans as done by garment banks (Maftuhah, 2017). Called emok because transactions are carried out while sitting on the floor (emok is sitting in Sundanese). By choosing a group loan model, because people have emotional ties.

C. RESEARCH METHOD

The research design of this study employs a descriptive qualitative method for collecting and analyzing the data. Accordingly, the data of this study are in the form of transcribed utterances in a social phenomenon as in agent emok bank to customers. Furthermore, this approach emphasizes the description and interpretation of structures, as well as patterns of data collected without manipulation. As an addition, to answer the research questions comprehensively, the collected data are analyzed by employing a theory of politeness strategies by Brown and Levinson (1987).

Research method according to Sugiyono (2017) is a scientific way to get data with specific purposes and uses. Qualitative research methods is a research method based on the philosophy of post positivism, used to examine the condition of natural objects, (as opposed to being an experiment) where the researcher is a key instrument, data collection techniques carried out by triangulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize more meaning than generalization (Sugiyono, 2017).

This study also used descriptive method. Descriptive method is also used to ease the process of interpreting the data. Thus, this research described politeness strategies in oral communication by agent emok bank its phenomenon accurately and factually or the phenomena relating to the used of politeness strategies in agent emok bank.

D. FINDINGS AND DISCUSSION

Findings

The Politeness Strategies Employed by Agent *Emok* Bank

After the researcher recorded the activity of agent *emok* bank, the researcher made the transcript, identified utterances that contain expressions of politeness. And then the researcher classified the agent *emok* bank politeness based on the theory of politeness strategies proposed by Brown & Levinson (1987). Furthermore is calculated the frequency of politeness utterances employed by agent *emok* bank to customer. The calculation is presented in the table and only the strategies that appeared in the data are entered in the table. In this case, the utterances of the agent *emok* bank that contained politeness strategies are analyzed. After passing those steps, the

researcher found three activities undertaken by agent *emok* bank to customers.

Table 1. Types of Politeness Strategies Used by Agent *Emok* Bank

The Strategies Used by Agent	Agent or teller promise	Contract in liquefaction of money	Billing Occurred
Bald on Record	-	-	17
Positive Politeness:			
1. Claiming common ground:			
a. Notice attend to H	-	1	3
b. Exaggerate	1	-	2
c. Use in-group identity markers	-	1	13
d. Seek agreement	-	4	4
e. Avoid Disagreement	-	-	3
f. Presupposing, raising, asserting common ground	-	-	2
2. Convey that S and H are co-operators:			
a. Assert or presuppose S's knowledge of and concern for H's wants	-	2	2
b. Offering, Promise	1	-	-
c. Including both S and H in the activity	-	1	-
d. Give (or ask for) reasons	-	1	1
e. Assume or asse reciprocity	-	1	2
f. Give gifts to H	-	-	4
Negative Politeness Strategy:			
1. Don't coerce H			
a. Be pessimistic	-	-	2
b. Minimize the imposition	-	-	3
Off Record Strategy:			
1. Invite conversational implicature	-	3	
a. Give association clues			
b. Use tautologies	-	-	2
Total types of strategy	2	14	60

From the table above, we can see that the agent uses seventeen different types of strategies in three activities. The strategies divided into bald on record, positive politeness, negative politeness, off record and also three activities divided into liquefaction of money (Agent promise and Contract), and Billing.

The Most Strategies Employs by Agent Emok Bank

From all strategies, the most frequently used by agent *emok* bank to customers in billing occurred and liquefaction of money is positive politeness that occupied 49 utterances from 76 utterances, 49 utterances positive politeness strategy (notice attend to H 4 utterances, exaggerate 3 utterances, use in-group identity markers 14 utterances, seek agreement 8 utterances, avoid disagreement 3 utterances, presupposing/raising/asserting common ground 2 utterances, assert or presuppose S's knowledge of and concern 4 utterances, offering/promise 1 utterance, including both S and H in the activity 1 utterance, give (or ask for) reason 2 utterances, assume or assert reciprocity 3 utterances, and give gifts to H 4 utterances). While other politeness strategies is bald on record that occupied 17 utterances. Negative politeness strategy occupied 5 utterances, (be pessimistic 2 utterances and minimize the imposition 3 utterances). Then off record politeness strategies that occupied 5 utterances into from 76 utterances, sub-strategy of off record politeness strategy is give association clues 3 utterances and use tautologies 2 utterances. This occupation of all politeness strategy types can be seen in table 2

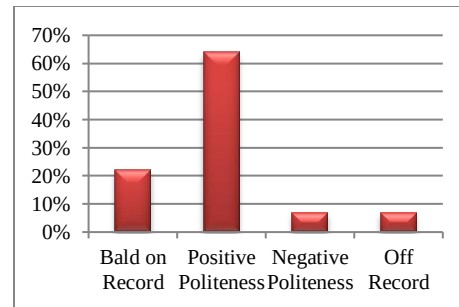
Table 2. Total Frequency of Politeness Strategies

Politeness Strategies		Liquefaction of money		Billing	Amount	%	Total
		Agent Promise	Contract				
BR		-	-	17	17	22 %	22%
PP	S 1	-	1	3	4	5 %	64%
	S 2	1	-	2	3	4 %	
	S 4	-	1	13	14	18 %	
	S 5	-	4	4	8	11 %	
	S 6	-	-	3	3	4 %	
	S 7	-	-	2	2	3 %	
	S 9	-	2	2	4	5 %	
	S 10	1	-	-	1	1 %	
	S 12	-	1	-	1	1 %	
	S 13	-	1	1	2	3 %	
	S 14	-	1	2	3	4 %	
	S 15	-	-	4	4	5 %	
NP	S 3	-	-	2	2	3 %	7%
	S 4	-	-	3	3	4 %	
OR	S 2	-	3	-	3	4 %	7%
	S 6	-	-	2	2	3 %	
Total per Activity		2	14	60	76	100 %	100%

There were 3 agents activity in billing occurred and liquefaction of money and the researcher could find 76 utterances that

contain politeness strategy. In those utterances can be found four strategy types, those are bald on record, positive politeness, negative politeness and off record. Those four strategy types also divided into forty one strategy types, but in this present study only seventeen politeness strategies that appeared on the utterances. They are bald on record, positive politeness (notice attend to H, exaggerate, use in-group identity markers, seek agreement, avoid disagreement, presupposing/raising/asserting common ground, assert or presuppose S's knowledge of and concern for H's wants, offering/promise, including both S and H in the activity, give (or ask for) reason, assume or assert reciprocity, give gifts to H), negative politeness (be pessimistic and minimize the imposition), off record (give association clues, and use tautologies). The most frequently used politeness strategy by agent *emok* bank is positive politeness strategy that occupied 49 utterances (notice attend to H 4 utterances, exaggerate 3 utterances, use in-group identity markers 14 utterances, seek agreement 8 utterances, avoid disagreement 3 utterances, presupposing/raising/asserting common ground 2 utterances, assert or presuppose S's knowledge of and concern 4 utterances, offering/promise 1 utterance, including both S and H in the activity 1 utterance, give (or ask for) reason 2 utterances, assume or assert reciprocity 3 utterances, and give gifts to H 4 utterances) which is 64%. Here is the percentage of the politeness strategy that used by agent *emok* bank to customers.

Figure 1 Percentage of Politeness Strategies



In the figure above shows the percentage of the politeness strategies used by agent *emok* bank to customers in billing occurred and liquefaction of money. 3 agent activities produced 76 politeness utterances that consist of bald on record, positive politeness strategy, negative politeness strategy, and off record politeness strategy. From the overall amount of data that are bald on record 22%, positive politeness strategy 64%, and negative politeness strategy and off record 7%. Positive politeness strategy is the most commonly used by agent *emok* bank, while the second position is bald on record. The third is negative politeness strategy and off record strategy.

The agent *emok* bank tended to apply positive politeness. The reason why the agent applied positive politeness because can make the hearer feels good about herself, her interest. The agent treats the hearer as a member of in a group are known, liked and she needs to keep the customers positive face. Positive politeness strategy divided fifteen sub-strategies, but in this present study can be found twelve types notice attend to H 5%, exaggerate 4%, use in-group identity markers 18%, seek agreement 11%, avoid disagreement 4%, presupposing / raising / asserting common ground 3%, assert or presuppose S's knowledge of and concern for H's wants 5%, offering/promise 1%, including both S and H in the activity 1%, give (or ask for) reason

3%, assume or assert reciprocity 4%, give gifts to H 5%.

Bald on record is the second most frequently strategy used by agent *emok* bank in billing occurred and liquefaction of money that reached 22%. The agent commonly used this strategy because she wants to ask simply more than to satisfy the customer face.

While negative politeness strategy and off record politeness strategy is less than used by agent *emok* bank that occupied 7%. The reason why agent are less using these 2 strategies because negative politeness strategy this is there a social distance between the speaker and the hearer. Off record strategy in this strategy the speaker allow the listeners to give more than one interpretation of what the speakers say. So agent *emok* bank do not use much of the two strategies so that customers remain in a positive face. These two strategies are divided into several sub-strategies, there are negative politenesses strategies be pessimistic 3% and Minimize the imposition 4%. Off record politeness strategies Give association clues 4% and Use tautologies 3%.

From all data that explained above, the agent in billing occurred and liquefaction of money were most likely applied positive politeness strategies, it because the agent needs to keep the customers positive face. So this strategy supports being used in billing and liquefaction of money.

Discussion

In the findings section, this present study related to another study as references in this present study. There are several similarities and differences between this present study and other studies. Politeness strategies have been done by Putri (2016), she conducted her research to *santriwati* (female

student) and *ustadz or ustadzah* (teacher) at *pesantren pendidikan pondok pesantren* (PPPI) Tumpang-Semarang. Norra (2015) in her study an analysis of politeness strategies in *her movie*, there are 12 scenes that analyzed. Next Kurniawan (2016) investigated Positive and Negative Politeness Strategies in an Interview of Mark Rutte on Metro TV's Face to Face with Desi Anwar Program; he focuses to positive and negative politeness strategies.

The study conducted by Putri (2016) examined the politeness strategies that used by *santriwati* and *ustadz or ustadzah* in pondok pesantren in any situations both formal and informal. The total of the respondents is 19, consisting 15 *santriwati* and 4 *ustadz or ustadzah* of second grade of madrasah ibtidaiyah (elementary religious class). Putri uses questionnaire as the instrument. The questionnaire is designed to be answered without any leading answer and it consists of 10 questions which contains a formal and informal settings. There are two types of questionnaire for *santriwati* and for *ustadz or ustadzah*. It contains 10 questions: the first 5 questions describe about their sentences during joining formal class, and the rest 5 questions describe about their informal activities. This study has a relation with this present study that discussed about politeness strategy based on the theory Brown & Levinson (1987). But, there are differences between this study and this present study, Putri uses questionnaire as the instrument and she arranged the questions based on respondents' daily activity. While this present study to analyze oral communication of agent *emok* bank, this present study used recording data collection technique, when billing occurred and liquefaction of money.

Norra (2015) which politeness strategy that used in the movie, that is *Her* movie, she

analyzed each scene to know what strategy use in the movie and how it works and why characters in the movie use those strategies. She was collected the data from utterance who uttered by characters in the movie. The differences of this study with this present study is in the data collection that used to collect the data, besides, this study has a similarity which used a theory that proposed by Brown & Levinson (1987), and focuses to analyzed the strategies that is bald on record, positive politeness, negative politeness, and off record.

Another study is the study done by Kurniawan (2016) also conducted a study about politeness strategy that used Mark Rutte on Metro TV's. This study focuses on the implementation of positive and negative politeness strategies in an interview between Desi Anwar and Mark Rutte. The data collected from the dialogue of the interview, he watched the video and made a transcript, then analyzing the data used a theory proposed by Brown & Levinson (1987), this study also in the same line with this present study that used politeness strategies theory by Brown & Levinson (1987). The most commonly appeared in this study is positive politeness because in this study power is the factor that influences him to use positive politeness in this interview. This also different with this present study, in this study only focuses to two strategies that is positive politeness and negative politeness strategy, and in the data collected. While in this present study used recording data collection technique and the result showed the agent commonly used positive politeness strategy and followed by bald on record strategy. Due to the participant of this present study were agent *emok* bank tend to avoid complex sentences, the agent obviously used positive politeness because this politeness strategy

types is to help the agent in activities so that customers to keep positive face.

Conclusion

This study was conducted to answer the questions types and the most frequently used of politeness strategies are produced by agent *emok* bank to customers in billing occurred and liquefaction of money (agent promise and contract). There were four strategies that appeared in oral communication of the agent *emok* bank in this study. They are bald on record strategy, positive politeness strategies (notice attend to H, exaggerate, use in-group identity markers, seek agreement, avoid disagreement, presupposing / raising / asserting common ground, assert or presuppose S's knowledge of and concern for H's wants, offering/promise, including both S and H in the activity, give (or ask for) reason, assume or assert reciprocity, give gifts to H), negative politeness (be pessimistic and minimize the imposition), off record (give association clues, and use tautologies). And then the most frequent politeness strategies employed by agent *emok* bank is Positive Politeness Strategy with 49 utterances of 76 utterances.

To sum up above explanations, the agent employed four types of politeness strategies, there are bald on record, positive politeness strategy, negative politeness strategy and off record. The agent *emok* bank liked use positive politeness strategies the most, this because the agent should to customers keep positive face, for all activities in billing and liquefaction of money running smoothly, and the objectives of those activities are achieved.

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