

POLITENESS PRINCIPLE IN RADIO DAMAI FM PARIAMAN ADVERTISEMENTS

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Abstract	Article Information
<p><i>Politeness is an important aspect of speaking, especially in mass media. Radio, as an electronic media, conveys information to the public, one of which is advertising. In a radio advertisement, the aim is to be persuasive, so politeness is needed in delivering the broadcast. This article aims to describe the principles of language politeness contained in Radio Damai FM Pariaman advertising broadcasts. This research is qualitative research using descriptive methods. The data in this research are speech sentences in Radio Damai FM Pariaman advertising broadcasts. The data in this study was collected using proficient free-involved listening (SBLC) and note-taking techniques. Data analysis is carried out by transcribing data, identifying data, classifying data, interpreting data, and concluding the results of data analysis. The principles of language politeness contained in Radio Damai FM Pariaman advertising broadcasts are analyzed by classifying each utterance based on the form and function of language politeness and describing the condition of the speech. The results of the research revealed that there were 34 data on the principles of politeness used in Radio Damai FM Pariaman advertising broadcasts. This research has implications for Indonesian language learning in schools, especially advertising texts.</i></p> <p>Keywords: Language Politeness, Radio Damai FM Pariaman, Advertisements</p>	<p><i>Received:</i> 12/02/2024</p> <p><i>Revised:</i> 23/02/2024</p> <p><i>Accepted:</i> 24/02/2024</p>

INTRODUCTION

Language is a communication tool used by humans as social creatures to interact with each other to achieve certain goals (Mailani, 2022). These goals include conveying ideas, messages, intentions, feelings and opinions to other people (Ernovilinda, 2020). However, the use of language for communication is not bound by the forms of the language, but is more directed towards the communicative function, namely conveying the same information be-

tween the speaker and the speech partner (Asraini, 2023). This activity will take place effectively if both parties comply with a number of rules contained in the principles of communication so that the communication activity can avoid misunderstandings (Mustika, 2013). Therefore, the use of language must pay attention to the context in which it is used and the speech acts carried out so as not to cause misunderstandings (Susetya, et al., 2022).

One of the functions of language is to obtain information or convey information. This information can be found in the media, both print media (newspapers, magazines and tabloids) and electronic media (radio and television) (Hartini, et al., 2015). One of the electronic media consumed by many people from children to adults is radio. Until now, radio is still used by the public because its broadcasts are able to reach listeners from various backgrounds and education, and today it is still an effective choice for getting the latest information and interesting entertainment without disturbing listeners' activities (Yuliani, et al., 2019). One part of radio broadcasting that is very interesting to hear is advertising.

Speeches delivered on radio must be made interesting, communicative and effective to attract the interest of listeners. Moreover, advertising, speech has the intention of providing a persuasive influence on listeners (Asraini, 2023). This is related to the function of advertising, namely to offer goods and services to the public (Nirmala, 2017). There is a lot of information broadcast by radio, but not all of the information broadcast is advertising. Advertising is a typical form of conveying information. The specificity of advertising lies in maximizing the information broadcast in a very short time. This can also be seen in the Damai FM Pariaman radio advertisement.

The advertisements that appear on Damai FM Pariaman radio vary greatly. However, the majority of these advertisements depict everyday illustrations because many of the advertisements broadcast are products that are used by people in everyday life. Apart from that, Damai FM Pariaman radio advertisements have a distinctive characteristic, namely the use of Minangkabau language and dialect. This has an impact on the use of language that tends to be rude or impolite. Not all of the advertisements presented are acceptable to the public because sometimes the language in the advertisements is considered to be less polite than the language used (Azis & Juanda, 2023). Of course, this cannot be separated from the surrounding culture, because manners or politeness are a reflection of a society.

Advertisements are usually delivered in a very interesting way to influence the public. However, apart from being interesting, making advertisements must also pay attention to the rules for making advertisements (Rohimah & Apriliani, 2019). One of the stunners is using polite language according to the product because media consumers are people of various ages, from small children to adults and come from various cultures (Susetya et al., 2022). It is hoped that the language used in the Damai FM Pariaman radio advertisement will not change the meaning it wants to convey and consider the use of polite language because it uses Minangkabau language which reflects culture.

Language procedures that follow cultural norms will produce language politeness (Sari, 2019). Language has values and rules that can be used as guidelines for interaction so that the interpersonal relationships of language users are well maintained (Room, 2013). In

essence, language politeness is our ethics in socializing in society, or where we are, by using language and choosing words well, as well as paying attention to where, when and to whom we speak, because in fact language is culture, to understand a language we must understand the culture itself (Angraini, et al., 2019). Thus, speaking ethics is important because it is an important part of human interaction, behavior and culture itself (Ryabova, 2015).

It is important to carry out language politeness analysis (Ayupradani et al., 2022; Mahmudi et al., 2021), because currently the use of impolite words has spread and has become a habit among society (Shalekhah, 2020). This phenomenon is common in language use and has colored language activities, both in spoken and written language (Yanti, et al. (2021).). This politeness is directed at one main goal, namely creating harmony between the participants in the conversation by avoiding negative things from the interaction (Saunting, 2019). This is important because speaking politely can create good social relations with other people and prevent conflict and resistance in all human activities (Ningsih & Mahyiddin, 2022).

Politeness is a very important aspect of language, because it can facilitate interactions between individuals (Rohimah & Apriliani, 2019). Politeness is one aspect of language that can increase the speaker's emotional intelligence because in communicating, the speaker and speech partner are not only required to convey the truth, but must remain committed to maintaining a harmonious relationship (Sumarsono, 2010; Halawa, Gani & Ramadhan, 2019). This is in accordance with the function of language to show a person's feelings or emotions (Astia, 2020). In this case, the position of politeness functions as a link between language and social reality where politeness as a form of language use is always paired with social relationships and social roles (Putri, Gani & Ramadhan, 2019). Politeness connects language with aspects of social structure life as well as codes of behavior and ethics agreed upon by a society (Ramadhan, 2008; Mislikhah, 2014).

The politeness of a speech is determined based on politeness parameters. Parameters are used to identify direct speech and indirect speech in realizing language politeness (Saunting, 2019). Furthermore, language participants can utilize various strategies to create this linguistic impression through the speech acts they utter (Alviah, 2014). The use of pragmatics in analyzing language politeness is based on the view that expressing the form, function and strategy of language politeness can only be done by understanding the meaning or intent of the utterance (Sadapotto & Hanafi, 2016). Apart from that, the utterance also needs to consider the context of the utterance (Saunting, 2019).

Language politeness according to Leech (1983; 2011) includes several principles of politeness which are divided into the following maxims (provisions, teachings). First, Tack Maxim (increasing the advantage of the interlocutor and minimizing the loss of the interlocutor). Second, generosity maxim (increasing one's own losses and minimizing one's own profits). Third, approbation maxim (increasing the praise of the interlocutor and minimizing the criticism of the interlocutor). Fourth, modesty maxim (increasing self-criticism and minimizing self-praise). Fifth, agreement maxim (increasing the suitability of oneself and the interlocutor, while also minimizing the incompatibility of oneself and the interlocutor). Sixth,

sympathy maxim (increasing sympathy for yourself and your interlocutor, while also minimizing antipathy for yourself and your interlocutor).

Based on this, it is important to carry out an analysis of language politeness in the media, one of which is radio as a means of information for the public. Damai FM Pariaman radio advertisements have utterances that can be analyzed in the form of utterances that comply with the principles of language politeness and violate the principles of language politeness. Apart from that, there are various possibilities behind speech that complies with and violates the principles of politeness. The context of this research uses a pragmatic context and the following is an example of the use of the maxim of generosity (humility) in an excerpt from Mak Ros and Esti's conversation.

Mak Ros: *Oi esti kama tuu tagageh banaa* (Hi Esti, where are you going? Why are you in such a hurry?)

Esti: *Ondee Mak Ros, kironyo iko Mak Ros a, ka bali sayua hydroponik ko Mak Ros a* (Oh, Mrs. Ros, it turns out this is Mrs. Ros, want to buy hydroponic vegetables, Mrs. Ros) (Radio Damai FM Pariaman)

The quote above is a statement between the characters in the Damai FM Pariaman radio advertisement. In the speech above, Mrs Ros opened the conversation politely by greeting and saying Esti's name. Likewise, Esti answered in a friendly manner and greeted the listeners respectfully. In the speech above, the speaker and interlocutor comply with the rules of formality, namely making small talk before discussing something. In the conversation above, there is a maxim of humility, namely when the speaker addresses the speaker with respectful words, even though if we look at the speaker, he is older than the speaker. Compliance with this maxim makes the language conveyed polite.

When speaking, you should not speak directly, but you can use small talk to control politeness, as is the case with Damai FM Pariaman radio advertisements. Radio Damai FM Pariaman is the object of research because it contains compliance and violations of the principles of politeness in advertising speech. Radio as a broadcasting medium is not only faced with the problem of complying with the principles of politeness. The increasingly rapid use of technology is also a factor that needs to be considered. Therefore, the aim of this research is to analyze language politeness in Radio Damai FM Pariaman advertising broadcasts. Apart from that, this research will look at whether speakers and interlocutors comply with politeness rules and language maxims of politeness. Thus, it is important to carry out this research so that everyone can choose polite words when speaking.

RESEARCH METHODOLOGY

This type of research is qualitative research with descriptive methods. Based on the type and method of research, this research procedure produces descriptive data in the form of written or spoken words from people who can be observed. The data in this research are all the words or sentences spoken between characters in dialogue on Damai FM Pariaman radio advertising broadcasts. The data source in this research is the speech of characters in

dialogue on Damai FM Pariaman radio advertising broadcasts. The data collection techniques used in this research are proficient free-involved listening techniques (SBLC) and note-taking techniques. The steps taken by the author in collecting data are as follows. First, listen to the characters' speeches in dialogue on Damai FM Pariaman radio advertisement broadcasts. Second, identify the politeness of the language used. Third, record data in the form of conversations in advertisements that require data. Fourth, classify the types of language politeness according to the data presented.

The instrument used in this research was the researcher himself. In this research, the researcher acted as a listener to all Damai FM Pariaman radio advertisement broadcasts. The researcher used tools in the form of data recording cards and writing tools to record quotes on Damai FM Pariaman radio advertisement broadcasts. In processing this research data, the data analysis technique was carried out in four steps. First, identify the data, namely data that has been transcribed and read again. Second, classifying the data, namely the data is classified based on the type of language politeness. Third, analyze in more detail. Fourth, interpreting the data, namely speech is explained and interpreted based on the types and forms of language politeness along with the intent and circumstances. Fifth, make conclusions regarding the data that has been analyzed.

FINDINGS AND DISCUSSIONS

Based on the data collection that has been carried out, 23 advertisements for Radio Damai FM Pariaman were found. After that, the collected data is classified and identified. Based on the data analysis carried out, there are six principles of politeness in language, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim. There were 34 pieces of data on the principles of politeness in language. The following displays the research findings in the form of a recapitulation table of research results.

Table: 1 Forms of the Principle of Language Politeness

The Principles of Politeness in Language	Amount	Percentage (%)
Tact Maxim	5	14.7%
Generosity Maxim	6	17.6%
Approbation Maxim	8	23.5%
Sympathy Maxim	3	8.8%
Modesty Maxim	5	14.7%
Agreement Maxim	7	20.6%

It can be concluded that the language maxim of politeness that is most dominantly used in Damai FM Pariaman radio advertising broadcasts is the politeness maxim of appreciation. This is evident from the many utterances that use expressions of appreciation. Further explanation of each of these principles is explained as follows.

Tact Maxim

In this maxim, speech participants are required to minimize other people's losses and maximize other people's profits. This maxim is one of the principles of language politeness which refers to efforts to avoid providing more information than is needed or expected by the person speaking. This maxim emphasizes caution and word choice to ensure that speech is not excessive or includes unnecessary details, so that communication remains efficient and effective.

Context: *Uda Pirin* wanted to learn English With *Teta*. Then, *Teta* recommended studying english with *Lisa*, *Lisa* was smart in English because joining the Sumatra English Course (Sec), so *Lisa* also recommended *Da Pirin* to also join SEC.

Lisa: *Jadi Da Pirin nio memperkenalkan diri dalam bahasa Inggris?* (So *Da Pirin* wants to introduce himself using English?)

Pirin: *Iyo mode tu Lisa?* (That's right, *Lisa*)

Lisa: *Kalau nio Da Pirin lancar berbahasa Inggris a Da Prin mesti bagabuang jo SEC.* (If *Da Pirin* wants to speak fluent English, just join the SEC)

Pirin: *Okehh* (Okay)

In the conversation, the initial context *Teta* advised *Pirin* to study with *Lisa* and *Lisa* advised *Pirin* to study through SEC. This was done with the aim of directing *Pirin* to overcome his problems. In this story, it is clear that what *Lisa* said was trying to provide the help that was available even though perhaps *Uda Pirin* did not necessarily want to receive it. This is done so that close friends feel happy.

1. Generosity Maxim

The main principle in this maxim of generosity expects the speaker to reduce his own benefits and maximize his own losses or sacrifices. While the maxim of wisdom is centered on others, the maxim of generosity is self-centered. The following example can be taken into consideration to clarify the maxim of generosity.

Context: *Uni* saw *Ros* enjoying her food, then *Uni* approached *ros* and greeted her.

Uni: *Ros, kalau makan tu bagi-bagilah, jan makan surang jo, apo bana nan bamakan tu?* (*Ros*, when you eat, don't forget to share, don't just eat alone, what are you eating?)

Ros: *Eh Uni mah, dek talampau lamak ndk tau kalau uni tibo do, ko Uni a, fried chicken alias ayam kentaki. Cobolah uni, lamak bananyo.* (Hey *Uni*, it's so delicious that I didn't know that *Uni* was coming, this is *Uni*, fried chicken aka kentaki chicken. Try *Uni*, it's delicious.)

From the speech conveyed by *Ros* above, it can be seen that he offered the food he had to *Uni*, as well as *Uni* who greeted *Ros* first. People who like to offer things and greet other people are usually said to be people who are not arrogant and have many friends in their social circle.

2. Approbation Maxim

The Maxim of Appreciation is a principle of language politeness which is related to efforts to give praise or appreciation to the person you are talking to. This maxim leads to speech that is supportive, positive and appreciative, thereby creating a friendly communication atmosphere and building a good relationship between the speaker and the listener. The Maxim of Appreciation encourages the use of words or expressions that express appreciation, recognition, or appreciation for the person you are talking to. This maxim requires speakers to minimize insults to others and maximize praise to others. To clarify the use of the maxim of appreciation, it is contained in the speech data as follows.

Context: Uda Pirin listened to Lisa who was very fluent in use of English when i introduced herself

Lisa: *Jadi Da Pirin nio memperkenalkan diri dalam bahasa Inggris? Cubo Uda Danga yo kalau wak memperkenalkan diri dalam bahasa Inggris. "My name is Lisa i was born in november 99 my hobby is reading."* (Ros, when you eat, don't forget to share, don't just eat alone, what are you eating?)

Pirin: *owaaaikk sabana segeh bahasa Inggris e mode aia mangalia see.* (Hey Uni, it's so delicious that I didn't know that Uni was coming, this is Uni, fried chicken aka kentaki chicken. Try Uni, it's delicious.)

From the speech conveyed by Ros above, it can be seen that he offered the food he had to Uni, as well as Uni who greeted Ros first. People who like to offer things and greet other people are usually said to be people who are not arrogant and have many friends in their social circle.

Context: Pirin saw the many varieties of food on the dinner table that Uni Ber served and praised what Uni Ber had done, then Pirin wanted to taste it.

Pirin: *ooo waiik bervariasi menu makan siang kita hari ini yeh.* (Wow, our lunch menu today is varied)

Uni Ber: *Uni Ber kalau tibo hobi memasak tu memasak se karajo Uni Ber ma Pirin.* (If Uni's cooking hobby comes, Uni will cook everything Pirin.)

Pirin: *awak cubo la mangicok ko yeh, mmm badaceh.* (I'll try it first, mmm delicious)

From the speech conveyed by Ros above, it can be seen that he offered the food he had to Uni, as well as Uni who greeted Ros first. People who like to offer things and greet other people are usually said to be people who are not arrogant and have many friends in their social circle.

Pirin's words were a form of appreciation for Uni Ber for its delicious food. The speech delivered by Pirin is a form of expressive speech by giving praise. This is in accordance with the principle of politeness.

3. Sympathy Maxim

This principle of politeness focuses on sensitivity to the feelings and emotional needs of the interlocutor. This maxim encourages the use of language that shows care, concern, and empathy for others. In the context of the Maxim of Sympathy, it is important to avoid speech or behavior that can cause discomfort or harm the feelings of the person you are talking to. The goal is to create understanding and supportive communication, build respectful relationships and strengthen social ties. An example of the application of this maxim can be seen as follows.

Context: Lela is happy about what Uni has accomplished in terms of opening a sewing business.

Uni: *Lah sanang hati rasonyo tidak sio sio salamoko maluangan waktu tuak baraja do semoga semua dilancarkan* (I feel happy because the struggle to spend time studying was not in vain, I hope everything will go smoothly)

Lela: *Aminnn, sanang ambo mancaliak Uni bahagia ko. Tapi kalau buliah tahu usaho apo yang ka Uni bukak?* (Aminnn, I'm also happy to see Uni happy. But if I may know, what business will Uni open?)

Uni: *Iko Lela ha, Uni rencana bukak rumah jaik surang sebab Uni alah sudah kursus manjaik.* (I plan to open my own sewing house, because Uni has finished her sewing course.)

Lela: *Iyo Uni? Syukurlah ambo dari dulu bacito cito jadi panjaik lo.* (Really Uni? Thankfully, I've always wanted to be a tailor too)

Lela tries to maximize her sympathy or concern for Uni. This can be seen from feeling happy about what Uni has achieved and asking what the future holds. This speech incident shows that Lela sympathizes with what Uni has done.

4. Modesty Maxim

This maxim occurs if the participant in the speech can be humble by reducing self-praise and maximizing self-deprecation, so that the participant in the speech is not said to be arrogant. Speakers are expected to be humble so that the main focus of attention lies in themselves. The following example may be considered to clarify this maxim.

Context: Teta said thankful to Allah, then Agnes passed by and think that Teta was grateful for going to the holy land

Teta: *Alhamdulillah Allahuakbar,akhirnyo bisa juo ambo barangkek* (Thank God, Allahuakbar, we can finally go)

Agnes: *Ka pai kama tu, bantuk ka pai jauh se Teta mah, emangnyo teta ka tanah suci?* (Where do you want to go? Even if you want to go far away, you really want to go to the holy land)

Teta: *eeh alun tau lai.* (eh, not necessarily anymore)

Teta tried to maximize his feelings of inferiority by responding that he was not sure whether he would go to the holy land. This is done so that they are not considered arrogant about their abilities.

5. Agreement Maxim

This maxim emphasizes the compatibility between the speaker and his interlocutor. It is hoped that participants and interlocutors will behave politely if a consensus has been reached. One must not interrupt or directly refute the person who is speaking. There are many factors that can be taken into consideration, such as age, position, or even social status. In other words, speech participants maximize matches and minimize discrepancies between speakers. An example of this maxim can be seen in the following speech.

Context: Mother tells her son to repair damaged electronic devices at her house and mother suggests a person named Robi to repair these equipment

Ibu: *Elokan lah lai Nak!*" (Fix it again, son!)

Anak: *Tunggulah dulu Bu, ambo sedang mencari tampek service nan rancak hasilnyo.* (Wait a minute ma'am, I'm looking for a service place that has good results)

Ibu: *Telpon se Robi, kecek urang Robi karajonyo barasiah. Ko nomornyo 085355425519.* (Just contact Robi! People say Robi works cleanly. This is the number 085355425519)

Anak: *Iyo Bu, ambo elokan sadoalahnyo di Robi sajo, mulai dari AC, kulkas, mesin cuci, dan AC dikamar Ibu gai.* (Baik Bu, akan ku perbaiki semuanya di Robi AC itu, kulkas, mesin cuci, dan juga AC yang ada dikamar Ibu)

In this conversation, the child tries to maximize his agreement with the mother. This can be seen from the child's answer that he accepts the input given by the mother. However, that doesn't mean everyone has to agree with other people's opinions or statements. When you say you disagree or don't agree with the person you are saying, you can make a statement accompanied by a reason to appear polite and respectful of other people. Based on these analyzes of politeness principles, it can be used as a guide in conveying speech and reducing the occurrence of disputes.

DISCUSSION

Based on the research results, it was found that the language used in Radio Damai FM Pariaman advertisements took into account the principles of politeness. Even though the language used is Minangkabau, the use of language has adapted to Minang culture, namely when behaving or speaking you have to pay attention to who you are talking to, whether it is someone older, the same age or younger. This is reflected in the statements that appear in this research. This research has been carried out by many previous researchers. In the Radio Damai FM Pariaman advertisement, the dominant Maxims found were Maxim Awards and Maxim Permufakatan. Susetya et al. (2022) found in their research that language politeness in Lifebuoy product advertisements was found in the advertisements analyzed, namely the

six maxims proposed by Leech. In line with this, Annisa et al (2023) found that in advertisements for the sale of used motorbikes in the marketplace there was a maxim of politeness with a maxim of sympathy and a maxim of acceptance that were dominant. This aims to attract consumer sympathy to buy the product. Furthermore, Rohimah & Apriliani (2019) analyzed language politeness in formula milk advertisements. The research results show that there are six principles of politeness in advertising which are analyzed using the Maxim of Appreciation which has a dominant number of utterances. This is in accordance with the aim of advertising because it gives appreciation to parents and children for their sense of concern for the child's growth and development.

Advertising analysis was also carried out by previous researchers. Asraini (2023) conducted research on language politeness in RRI Samarinda advertising broadcasts. The research results found that there were compliance and violations of politeness principles. The form of compliance with the principles of politeness is found to be dominant in compliance with the maxim of wisdom and the maxim of consensus. This is related to advertising broadcasts trying to inform listeners of something and intending for listeners to agree with the information conveyed by the broadcaster. Meanwhile, maxim violations found were dominant in violations of the maxim of appreciation which contained speech such as criticizing, insulting and demeaning other parties. Furthermore, Huda et al. (2019) analyzed the politeness of Javanese radio advertisements. The research results showed that there were compliance and violations of politeness in the advertisements studied. The results of this research have implications for learning advertising text material for listening skills.

CONCLUSION

Based on the research results, there are six principles of language politeness contained in Damai FM Pariaman radio advertising broadcasts totaling 34 pieces of data. The most dominant form of politeness principle used in Damai FM Pariaman radio advertising broadcasts is the maxim of appreciation language politeness principle. This is evident from the many utterances that use expressions of mutual respect. Based on the results of the research that has been carried out, the results of the research can have implications in the form of information, that advertising can also be used as teaching material for advertising texts which are included in the Indonesian language subject taught to class VIII middle school students in the odd semester. This identification can help teachers or researchers in developing learning materials that focus on everyday communication skills. This analysis makes it possible to understand how these factors play a role in understanding and interpreting the message conveyed in an advertisement. This is important in learning advertising text because it can improve students' ability to understand the content and language contained in the advertisement they hear, so it can also improve students' ability to listen to speech contained in an advertisement and help students produce speech that is appropriate. the communication situation is also polite. Based on the research results and conclusions, there are the following suggestions. First, Indonesian language teachers can use the principles of language politeness as an alternative for Indonesian language teaching materials in schools, namely advertising texts, because they contain examples of the use of language politeness principles for students

in the learning process. Second, students are expected to be active and polite in expressing good speech to the teacher in the learning process. and Third, other researchers can carry out further and in-depth research into the principles of language politeness by using this research as a reference. Fourth, politeness parameters can be used as a basis for speaking.

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