

## CHAPTER I

### INTRODUCTION

The researcher describes about research context, research focus, research objective, significance of study, definition of key terms, previous study, and also review and related literature. .

#### A. Research Context

Language is used for communication to convey one's intention to each other in social interaction. It conveys meaning and makes other people know what other people say and express. In communication they can convey their thought, feeling, information, etc. It becomes a basic to make conversation in society. Language is a system of communication in speech or writing used by people.<sup>1</sup>

From the language, someone has a different ways to speak with the other people, such as someone speaks with their parent, their friend, their teacher and so on. With a different partner to communicate, people do the different way to speak in every aspect, especially in politeness aspect. They will use positive politeness and negative politeness when they speak with the other. For example they will use negative politeness when they speak with their teacher. According to George Yule, politeness also defined as showing awareness and consideration of another person's face. "Face" is a connected concept of politeness. Face, in pragmatics as

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<sup>1</sup>Oxford Dictionary, *Oxford Learner's Pocket Dictionary* (New York: Oxford University Press, 2008), 247.

your public self-image.<sup>2</sup>While according to Ronald Wardaugh, he said that intimacy, distance, power, solidarity and our awareness of social customs is also shown through the general politeness which we use language.<sup>3</sup> From the explanations above of politeness, the researcher can conclude that politeness is awareness and respect to someone to make a good relationship and avoid a conflict.

Politeness is very important to understand. People think that politeness is identical with word: *please, sorry, excuse, and thank you*. Polite means that people appropriately speak in the right time and the right place. People must understand what the context of speaking is and to whom they speak of then they can determine which politeness that has to use.

The use of politeness also includes in the communication between lecturer and students in the social media, such as WhatsApp classroom. On social media, most of the time people communicate nonverbally, text based and indirectly where there is no presence of physical appearance of the other person. The absence of these supporting cues to convey the meaning of the statements can hinder the achievement of effective communication, because it potentially raises problems in communication for example, a misunderstanding. Misunderstandings can arise since

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<sup>2</sup>George Yule, *The Study of Language* (New York: Cambridge University Press, 2010), 135.

<sup>3</sup>Ronald Wardaugh, *An Introduction to Sociolinguistics*, Fifth Edition (USA: Blackwell Publishing, 2006), 276.

every single one of social media users can interpret an expression in written form differently. Besides, being prejudiced for not being able to understand the character of the writer can also trigger it. Non verbal communication does not only involve words and symbols, knowledge about the background of both the character and the culture of the other person can also influence communication. The more people are familiar with the character or the culture background of the person they deal with, the easier it is to understand the message that minimize misunderstandings. However, when people lack information, they tend to rely on stereotypes to fill in the gaps which raise the chances of emotional misinterpretation.

To have a good relationship in the teaching and learning process The lecturer and students who communicate in the WhatsApp classroom need also to concern the strategies that they used to communicate one another in order to create good learning atmosphere. However, someone mostly talk spontaneously. Sometimes, someone say something without noticing the other's response. The politeness strategy can be chosen as politeness behavior to the students by lecturer or by students to their lecturer as the function of the politeness strategy to make a good relationship in the classroom.

The using of WhatsApp as a social media communication platform in the educational context is one of alternative to create online classroom in the teaching and learning process. In Indonesia especially in

IAIN Madura, WhatsApp is used to share information about learning process, discuss various topics, and create a relationship between lecturer and the students. Despite the benefits offered from utilizing WhatsApp for social media communication in educational settings in Indonesia, issues regarding politeness among the interlocutor have emerged within.

The response of students at fifth semester of TBI 2021 IAIN Madura in WhatsApp group includes many kind of politeness. The researcher interests to conduct a research about politeness response that use of students at fifth semester of TBI 2021 IAIN Madura in WhatsApp group because politeness response are still important issues to be explored and still very few studies are focused on the English student in expressing politeness, especially in universities. Researcher found the politeness that used by some students that response the lecturer request via voice message. Researcher takes the example of the use of politeness such as, “**Based on the material in pdf and explanation**, I think...<sup>4</sup>” the bold word is show as off record of Brown and Levinson theory. Because the speaker use hints/clue statement to express her feelings. The other example is “**Maybe just it from me**, Wassalamu’alaikum wr.wb.”<sup>5</sup> This utterance show that the speaker minimize the imposition to hearer with said the bold words. Minimize the imposition on hearer also include as politeness by Brown and Levinson theory, that negative politeness.

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<sup>4</sup> Rika Anjani, Students of Fifth Semester of TBI 2021 IAIN Madura, *Voice Message in Whatsapp Group* (Juli 2021)

<sup>5</sup> Jamaluddin, Students of Fifth Semester of TBI 2021 IAIN Madura, *Voice Message in Whatsapp Group* (Juli 2021)

From that phenomenon, the researcher interests to conduct a research about politeness response that used by students in WhatsApp group, especially students of fifth semester of TBI 2021 IAIN Madura. The researcher wants to analyze the types of politeness and want to know the politeness used by students of fifth semester of TBI 2021 IAIN Madura in response lecturer request via voice message based on Brown and Levinson perspective. Therefore, the researcher is interested in the research with the title "The Analysis of Students Politeness Response on Lecturer Request by Voice Message in WhatsApp Group at Fifth Semester of TBI 2021 IAIN Madura Based on Brown and Levinson Perspective".

## **B. Research Focus**

Another term of research focus is called research problem. Research problems are the educational issues, controversies, or concerns that guide the need for conducting a study.<sup>6</sup>

Based on research context as describe above, this research is focused on the formulation of the problem as follow:

1. What are the types of politeness used by students of TBI 2021 IAIN Madura in response lecturer request by voice message in WhatsApp group based on Brown and Levinson perspective?

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<sup>6</sup>John W Creswell, *Educational Reasearch. Planning, Conducting and Evaluating Quantitative and Qualitative Research*, Fiurth Edition (Boston: Pearson, 2012), 59

2. How do the students of fifth semester of TBI 2021 IAIN Madura use the politeness in response lecturer request by voice message in WhatsApp group based on Brown and Levinson perspective?

### **C. Research Objective**

John W. Creswell state in his book that a purpose is the major intent or objective of the study used to address the problem.<sup>7</sup>Research objectives are usually short statements to indicate the purpose of a study. Based on the research problem above, researcher has the following objectives to be achieved:

1. To know the types of politeness used by students of fifth semester of TBI 2021 IAIN Madura in response lecturer request by voice message in WhatsApp group based on Brown and Levinson perspective
2. To analyze the politeness used by students of fifth semester of TBI 2021 IAIN Madura in response lecturer request by voice message in WhatsApp group based on Brown and Levinson perspective.

### **D. Significance of the Study**

The importance of research is in significance study. Sugiono states that significance is the impact of goal research.<sup>8</sup>There are two kinds of significance of study in research, they are theoretically and practically.

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<sup>7</sup>C John W Creswell, *Educational Reasearch. Planning, Conducting and Evaluating Quantitative and Qualitative Research*, Fiurth Edition (Boston: Pearson, 2012), 60.

<sup>8</sup>Sugiono, *Metode Penelitian Kualitatif* (Bandung: Alfabeta, 2011), 283.

## **1. Theoretically**

The result of this research, the researcher will add some knowledge about politeness used by student response to lecturer request via voice message in WhatsApp group.

## **2. Practically**

### **a. For the other researcher**

The result of research, it can be used with other researcher as a comparison with the other research which will conduct a research about politeness use or as previous study

### **b. For the reader**

The result of this research, the reader know that there is a politeness used by students response to lecturer request via voice message in WhatsApp group and also know what kind of politeness that include in it. The audience can learn how to treat the others well by applying politeness and avoid misunderstanding and conflict with others.

## **E. Definition of Key Term**

Creswell suggests us to begin our research by narrowing our topic to a few key terms using one or two words or short phrase.<sup>9</sup> This section describes the terms used so that there are similarities in interpretation and avoids the obscurity of meaning. The definition key

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<sup>9</sup>John W. Creswell, *Educational Research (Planning, Conducting And Evaluating Quantitative And Qualitative Research)*, (Boston : Boston Press, 2002), 82.

terms need to be explained based on the terms that related to the point of concept in the research.

Therefore, in order to avoid ambiguity and misinterpretation in this study, the researchers consider that it helps the readers to have the following key terms defined before reading the discussion further. So that, the researcher provides the following key terms:

1. Politeness define as the public self image that every member want to claim for himself.
2. Brown and Levinson divide the politeness into four theories they are positive politeness, negative politeness, bald-on record and off-record.
3. WhatsApp is a cross-platform mobile messaging app which allows to exchange messages without having to pay for SMS.
4. Voice Message is a feature from WhatsApp to send a message with a voice, without type the message.
5. Lecturer request is the lecturer asks to students to fulfil the review of the subject at that day in a polite way in learning process at WhatsApp group.

#### **F. Previous Study**

The researcher found the study written by Herri Mulyono entitled "Politeness Strategies in Teacher-Student WhatsApp

Communication".<sup>10</sup> This research told about politeness strategies applied by Indonesian EFL secondary teachers students in WhatsApp text message. Based on Brown and Levinson politeness theory, the analysis of the text message corpus revealed that students employed more politeness strategies than their teachers. With the emphasis on age and social status, Indonesian EFL learners perceived teacher to be a higher social class. Due to this position, students were required to highly respect teachers. Students high respect towards their teachers and the age gap between the teachers had impacted students preference between teachers and students politeness strategies. The similarity of this research with the research that researcher will do is about the politeness that use of Students-teacher in the WhatsApp communication. While the difference is the researcher want to focus on the politeness that use of students-lecturer in the WhatsApp group via voice message. The difference of the subject will influence the result of the data.

Murni Mahmud state in his research entitled "The Use of Politeness Strategies in the Classroom context by English University Students".<sup>11</sup>This research describe about the politeness strategy by Brown and Levinson were used by the English students in their presentation both positive politeness and negative politeness. This finding shows that the idea of politeness is applicable in Indonesian

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<sup>10</sup>Herry Mulyono," Politeness Strategies in Teacher-Student WhatsApp Communication", *Jurnal A PASAA*, Universitas of Muhammadiyah, Vol 58, (July-December 2021), 295.

<sup>11</sup>Murni Mahmud, "The Use of Politeness Strategies in the Classroom Context by English University Students", *Jurnal UPI, Universitas Negeri Makasar*, Vol. 8 No. 3, (January 2021), 597.

EFL classroom context. The finding from this study also show that a cross-cultural context study of politeness is required in order to examine the cultural influence in practicing politeness in the class Practices the politeness by English University in Makassar are proved to be influence by religious and cultural aspects of the interlocutors. The similarity of this research with the research that the researcher will do is about the use of politeness of students in the University. While the difference between this research and the research that the researcher will do is that is this research carried out when the use of politeness of students in the University normally in the classroom, while the research that the researcher will do is when the use of politeness of students in the University in WhatsApp group or virtual class so that this research has the novelty of previous research

The next research is from Regita Widya with the title “An Analysis of Politeness Strategies on Comments Indonesians Politicians Twitter Account.”<sup>12</sup> This research aims to find out politeness strategies used on comments Indonesians Politicians Twitter Account. The first objective of this research is finding out the kinds of politeness strategies used by the netizen in Indonesians Politicians Twitter Account and the second objective is finding out the dominant type of the politeness strategies that used on comments Indonesians Politicians Twitter Account which analyzed by Brown and Levinson’s theory of politeness

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<sup>12</sup>Regita Widya, “An Analysis of Politeness Strategies on Comments Indonesians Politicians Twitter Account” (A graduating paper, State Institute for Islamic Studies Salatiga, 2020), ii.

strategy. The similarity of this research with the research that the researcher will do is about the use of politeness strategy by Brown and Levinson perspective. While the difference between this research and the research that the researcher will do is this research carried out the study of politeness by Indonesians Politicians in Twitter account, while the research that the researcher will do is carried out the study of politeness by students in a WhatsApp group.

The fourth research is the research from Dara Damanik with the title “Language Politeness in the Conversation between Lecturers in WhatsApp Chatting Group”.<sup>13</sup> This study investigates the occurrences of maxims in the conversation between lecturers in WhatsApp. This research found that the lecturer use six maxime proposed by Leech in doing conversation in WhatsApp as media for sharing information. Andthe researcher found that lecturer that uses six maxims by Leech is polite. The similarity of this research with the research that the researcher will do is about the use of politeness by Lecturer and students in WhatsApp Group. While the difference between this research and the research that the researcher will do is this research carried out the study of politeness by Leech theory, while the research that the researcher will do is carried out the study of politeness by Brown and Levinson perspective.

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<sup>13</sup> Dara Damanik, “Language Politeness in the Conversation between Lecturers in WhatsApp Chatting Group”, *Jurnal of language, literature and education, VISION*, UIN Sumatera Utara, Vol. 15 No. 1, 2021..

The fifth research is research from Gita Rahmi with the title “Students Politeness Strategies in Texting a Lecturer.”<sup>14</sup> This research aimed at finding out the students politeness in texting their lecturer. This research is expected to inspire other researcher to conduct more comprehensive research related to the student politeness response in texting their lecturer through WhatsApp text. The similarity of this research with the research that the researcher will do is about the use of politeness by Lecturer and students in WhatsApp Group by Brown and Levinson perspective. While the difference between this research and the research that the researcher will do is this research carried out the study of politeness by students texting the lecturer, while the research that the researcher will do is carried out the study of politeness by sending voice message to the lecturer.

#### **G. Review of Related Literature**

Review related literature is summary of books, some articles, and other document that describe the past and current state of information that relate with research of study.<sup>15</sup> It means that the literature review is a theory that related with the topic of research study which can be taken from some sources such as books, articles, journal, etc.

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<sup>14</sup> Gita Rahmi, “Students Politeness Strategies in Texting a Lecturer.” *Jurnal of Language and Literature*, Universitas Gunadarma, Jawa Barat, Vol 8 No 1, (June 2020), 43.

<sup>15</sup>Creswell, *Educational Research*, 80.

## **1. Politeness**

### **a. Definition of Politeness**

According to Meyerhof, politeness is the act of speaker in a community in order to show to possible social or interpersonal disturbance.<sup>16</sup> Brown and Levinson define politeness as the public self image that every member want to claim for himself.<sup>17</sup> While George Yule stated that politeness in an interaction, can be defined as the means of speaking to show an awareness of another person's face, people show an awareness when they have a distance to the other is often described as deference and respect.<sup>18</sup> Ulrich also stated that politeness is a communication to the feeling of someone and awareness of people to interact in the right way.<sup>19</sup> Based on those statements politeness is system of relationship among human which take attention to others feeling and expectation to minimize a conflict and resistance in human's activity. Politeness itself can be different based on social and culture so the value between one culture and the other culture is different.

### **b. Politeness of Social Media**

Due to the absence of physical appearance, in Instant Messaging (IM), some people may tend to write and express

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<sup>16</sup>Meyerhof Miri, *Introducing Sociolinguistics* (USA: Rutledge, 2006), 293.

<sup>17</sup> Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 61.

<sup>18</sup>George Yule, *Pragmatics* (New York: Oxford University Press, 1996), 60.

<sup>19</sup>Ulrich, *Sociolinguistic*, Second Edition (New York: L.p., 2005), 1410.

themselves in communication with no pressure. Although this communication type is text-based, whereof people have a longer time to think and determine what they are going to write, people often regret pressing that they type or realize that they mistype some words shortly after pressing the sent button. In contrast to the real life where we cannot take back the words we say to people, some IM apps allow users to retract or un send the message that has just been delivered. This is very helpful to minimize misinformation or misunderstanding that may arise from the message.

Since WhatsApp is considered to be the evolution of short messaging service with more sophisticated features, WhatsApp texts are not supposed to be lengthy. In executing this communication tool, people usually come up with abbreviations that are still comprehensible by users from the same language. However, since distance and social power can affect with types of politeness strategy used by people. In formal settings, to be considered polite, subordinates usually make longer texts without abbreviation when they send a message to their boss to present the indirectness of the request. Meanwhile, text from superiors to subordinates is usually shorter, directly addressing the request. However, it does not work so if the boss and subordinates have a close social relationship. They can drop an indirect strategy to maintain the flow of effective communication.

As WhatsApp is a synchronous application where people can have communication in real time, users usually require immediate attention of the receiver. However, there are times when people take too long to reply or even does not send a text back at all, one of which is the time factor. For most people, daytime is social time and nighttime is private time. Normally, they do not want to be bothered during their private time. It can be considered rude to interrupt and disrespect people's private time by sending them text messages or giving a call during nighttime. If it has not violated the privacy boundaries, but the person still does not reply, he might just be too busy and choose his productivity over a quick reply.

However, taking too much time to answer, leaving someone hanging and waiting for a reply, or not giving a response at all can be considered as impolite behavior especially if the sender has a higher social status or the message has a high level of urgency unless the receiver has higher power than the sender, the level of impoliteness could be worse because WhatsApp provides user online status and last time indicator so that when the recipient is shown to be online in real time vbut he still does not respond, he is most likely to be considered rude by ignoring or not taking either the message or the person seriously. At the end of the day, people usually show up with mitigation to deal with such a situation which is by starting their

message with an apology.<sup>20</sup>

### **c. Characteristic of politeness**

In this case Richard state that language which displays certain “polite” formulaic utterances like please, thank you, excuse me or sorry, or event elegantly expressed language.<sup>21</sup> Being polite is not only say thank you, please or the other but it is complicated business in any language. Understanding politeness is not only learn about the language use but we have to understand the cultural and social values of the society or community. For example the word please in one of the society or community is a common word or it can be how the speaker becomes polite but the other community or society the word please is become impolite because that word can be heard as a command. Furthermore we have to understand all aspects in the society or community to make us being polite to the other not only in the right way but also in the right place. A polite person makes other fell comfortable.<sup>22</sup>

When people are asked what they imagine polite behavior to be, there is a surprising amount of disagreement. In an effort to fine some kind of consensus we may of course take refuge in

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<sup>20</sup> Hendy Pratama, *Linguistics Politeness in Online communication*, (LPPM : Universitas Negeri Semarang, 2019), 69.

<sup>21</sup> Richard J Watt, *Politeness* (New York: Cambrigde University Press, 2003), 1.

<sup>22</sup> .Janet Holmes, *Introduction to Sociolinguistics* (New York: Pearson Longman, 2013), 284.

very general statements, but our usual way out of the dilemma is a resort to giving example or behavior which we, personally, would consider polite. We might make statements like he always shows a lot of respect towards his superiors or she's always very helpful and obliging., or she speaks really well, or he always open the doors for the ladies or helps them on with their coats', etc.<sup>23</sup>

## **2. Brown and Levinson theory of politeness**

### **a. Bald on Record**

Bald on record means that most direct action, unambiguous and also clear, concise way possible for example, for request, saying 'open the door!'. Normally, a Face Threatening Acts (FTA) will be done in this way only if the speaker doesn't fear retribution from the addressee, for example in circumstances where (a) Speaker (S) and Hearer (H) both tacitly agree that the relevance of face demands may be suspended in the interest of urgency or efficiency (b) where the danger to hearer's face is very small, as in offers, request, suggestion that are clearly in hearer's interest and do not require great sacrifices of speaker (e.g. 'come in' or 'do sit down') and (c) where speaker is vastly superior in power hearer, or can enlist audience support to destroy hearer's face without losing his own. Bald on record is

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<sup>23</sup>Richard J Watt, *Politeness* (New York: Cambridge University Press, 2003), 5.

usually use with someone who know each other such as family and close friend.

From the explanation above there are many sub-strategies of bald on record strategies itself, they are:

- 1) Showing disagreement (criticism): **You are not stupid as the other said**
- 2) Giving suggestion: **Study hard and pray to make you can reach your ambition!**
- 3) Requesting: **keep the door open!**
- 4) Warning or threatening: **don't touch that smell food!**
- 5) Using imperative form.<sup>24</sup> **Go out!**

#### **b. Off record**

Off record means that there is more than one ambiguously attribute attention so that the actor cannot be held to have committed himself to one particular intent. So, for instance, if I say 'ouch I cannot write, because I forget to bring it', I may be intending to get you to lend me a pencil, but I cannot hold to have committed myself to that intent (as you would discover where you to challenge me with 'this is the seventeenth time you've asked me to lend you pencil'). Linguistic realization of off-record strategies include metaphor and irony, rhetorical

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<sup>24</sup> Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 316.

question, understatement, tautologies, all kind of hints as to what a speaker wants or means to communicate, without doing so directly, so that the meaning is to some degree negotiable.

From the explanation above there are many sub-strategies of off-record strategies itself, they are:

- 1) Give hints / clues: **It's cold here.** (instead of shut the door!)
- 2) Give association clues: oh god. I've **got a headache again**
- 3) Presuppose: I cleaned the home **again** today
- 4) Understate: the green hat is **quite** nice for you (quite means not so good)
- 5) Overstate: I ask for **a hundred times**, but you never give me the answer
- 6) Use tautologies: **war is a war**
- 7) Use contradiction:

A: are you okay with him?

B: well, between yes and no

- 8) Be ironic: **yeah, Jim is a real genius.** (he'd just done many stupid things)
- 9) Use metaphors: **Harry is a real fish.** (he swim like a fish)
- 10) Use rethorical question: **how many times do I should tell you?**
- 11) Be ambiguous: **John is a pretty sharp.**
- 12) Be vague: **I'm going down the road for a bit.** (to the mini-market)

13) Over-generalise: mature **people** sometimes help do the dishes

14) Displace hearer:

A: **Someone has to be responsible with this mess.**

B: you know who was having time with his friend tonight here. (C, the one who was having time there, is close to A and B. A pretends that the FTA is addressed to B, but she or he hopes C will realize that the FTA is threaten to her /him)

15) Be incomplete, use elipsis: **well, I'll just...**<sup>25</sup>

### c. **Positive politeness**

Positive politeness is oriented toward the positive face of hearer, the positive self-image that he claims for himself. Positive politeness is approach-based; it wants (e.g., by treating him as member of an in-group, a friend, a person whose want and personality traits are known and liked).The potential face threat of an act is minimized in this case by the assurance that in general speaker wants at least some of hearer's wants; for example, that speaker consider hearer to be an important respects, 'the same' as he, with in- group rights and duties and expectation of reciprocity or by the implication that speaker like hearer is that the Face Threatening Acts (FTA) doesn't mean a negative evaluation in general of hearer's face.

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<sup>25</sup>Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 322.

From the explanation above there are many sub-strategies of Positive politeness itself, they are:

- 1) Notice, attend to hearer (his/her interest, wants, needs, good): **Jane you are really good with your style.** I hope I could ask your comment on my style.
- 2) Exaggerate (interest, approval, sympathy with hearer): **you will be fine Jane and I know you can do that.** Do you have a spare time?
- 3) Intensify interest to hearer: **don't you know, what I've read on your letter. You will get compensation because of your effort.**
- 4) Use in-group identity markers: you will alright **dear**
- 5) Seek disagreement: **his performance is very bad, isn't it?**
- 6) Avoid disagreement: **I hope you are continue your study for your future** why don't you
- 7) Presuppose/ raise/ assert common ground: **I know you are right and didn't do what they complaint,** why you just silent?
- 8) Joke

A: great summer we are having. It is only rained five times a week on average

B: Yeah, terrible, isn't it?

A: could I ask you for a favor

- 9) Assert or presuppose speaker's knowledge of and concern for hearer's wants: **I know you like marshmallows, so I've brought you home a whole box of them.**
- 10) Offer, promise: **I will not dinner in the restaurant this night**, if you will cook for the dinner
- 11) Be optimistic: **I know you're always glad to get a tip or two on gardening, Fred** so if I were you, I wouldn't cut your lawn back so short
- 12) Include both speaker and hearer in the activity: I am really tired. **Let's hang out for refreshing.**
- 13) Give (or ask for) reasons: **I think your task will be done if you're do it this night.**
- 14) Assume or assert reciprocity: mom , if you help me with my mathematic homework, **I will get a good score tomorrow**
- 15) Give gift to hearer (goods, sympathy , understanding, cooperation): A : **have a glass of malt whisky, dick**
- B : terrific! Thanks
- A : not at all. I wonder if I could confide in you for a minute or two.<sup>26</sup>

#### d. Negative Politeness

Negative politeness is oriented mainly toward partially

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<sup>26</sup>Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 322.

satisfying (redressing) hearer's negative face, his basic want to maintain claims of territory and self-determination. Negative politeness, thus, is essentially avoidance based, and realization of negative politeness strategies consist in assurances that the speaker recognize and respect the addressee's negative face want and will not (or will only minimally) interfere with the addressee's freedom of action. Hence negative politeness is characterized by self-effacement, formality and restraint, with attention to very restricted aspects of hearer's self image, centering on his want to be unimpeded. Face-threatening acts are redressed with apologies for interfering or transgressing, with linguistic and non-linguistic deference, with hedges on the illocutionary force of the act, with impersonalizing mechanism (such as passives) that distance speaker and hearer from the act, and with other softening mechanisms that give the addressee an 'out', a face-saving line of escape, permitting him to feel that his response is not coerced.<sup>27</sup>

From the explanation above there are many sub-strategies of negative politeness itself, they are:

- 1) Be indirect :couldyou tell me the time please?

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<sup>27</sup>Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 316-317.

- 2) Question, hedge: I wonder whether I could **just sort of** ask you a little question
- 3) Be pessimistic: **if you have a little time for me this afternoon**, I'd like you to share your paper
- 4) Minimize the size of imposition on hearer: could I talk to you **for just a minute?**
- 5) Give deference: excuse me teacher. I think I did a mistake of my task
- 6) Apologize: **I'm sorry to disturb you**, but...
- 7) Impersonalize speaker and hearer: Avoid pronoun 'I' and 'you':  
A :**that car parked in no-parking area**  
B : it's mine, officer  
A :**well, it'll have to have parking ticket**
- 8) State the FTA as a general rule: **Parking on the double yellow lines is illegal**, so I'm going to have to give you a fine
- 9) Nominalise :**Participation** in an illegal demonstration is punishable by law. Could I have your name and address, madam?
- 10) Go on record as incurring a debt, or as not indebting hearer  
:if you could just sort out a problem I've got with my

formatting, **I'll buy you a beer at lunch time.**<sup>28</sup>

Brown and Levinson state that politeness is a communication to the consideration of the hearer's face to interact in the right way based on the culture and hearer.<sup>29</sup> Brown and Levinson divide the politeness into four theory they are positive politeness, negative politeness, bald-on record and off-record. Leech state that politeness is related to the relationship between two actors who are also referred to as speakers and hearers.<sup>30</sup> Leech divide The principles of manners consist of six types of maxims, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. In this case the researcher will use the Brown and Levinson perspective because Brown and Levinson relate with the condition of politeness in the Whatsapp group Class.

### **3. WhatsApp**

#### **a. Definition of WhatsApp**

WhatsApp is an instant messaging application that allows us to send messages, files, pictures, videos, and online chats.

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<sup>28</sup>Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 322.

<sup>29</sup>Penelope Brown and Stephen C Lavinson, *Politeness: Some Universals in Language Usage* (Cambridge: Cambridge University Press, 1987), 312.

<sup>30</sup>Geoffrey N. Leech, *Principle of Pragmatics*, Longman Linguistic Library, (Ney York, 1983), 131.

WhatsApp application first appeared only on Apple Smartphone, as the current development of WhatsApp is available on *Android, Widows Phone, Blackberry* and *Symbian*. The WhatsApp application does not require pulses like SMS in its operation, because WhatsApp only requires internet and *wifi* data packages.<sup>31</sup> WhatsApp user contacts can also be detected on our smart phone devices if our telephone contacts are registered on the WhatsApp application.

#### **b. The Features in WhatsApp**

WhatsApp application is supported with interesting features such as:<sup>32</sup>

##### 1) Avatar

This feature is a feature where WhatsApp users can display photos or user profiles. If the WhatsApp application is connected to Facebook, the avatar or photo that appears is the Facebook avatar.

##### 2) Emoticons

To add excitement to the conversation, even WhatsApp users can add emotions with many choices, such as: smile emotions, icons such as weather, animals, plants, musical instruments, books, cards, cars, buildings, planes etc.

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<sup>31</sup>Pro Gamer, *WhatsApp Guide* 1<sup>st</sup> Edition, 2018, 3.

<sup>32</sup>Ayu Indarti, "Pengaruh Penggunaan Instant Messaging WhatsApp terhadap Efektifitas Penyebaran Informasi" (Universitas Muhammadiyah Malang, Malang, 2018), 13

### 3) WhatsApp Call / WhatsApp Video Call

WhatsApp application users can make voice calls or video calls through this feature, of course, you have to use an internet connection.

### 4) WhatsApp Story

WhatsApp Story is a new feature replacing the old style status, this feature allows users to update their status by uploading photos and videos.

### 5) Group chat WhatsApp

Group chat WhatsApp is a feature that can be used to communicate with several friends' contacts on WhatsApp. The existence of Group chat WhatsApp makes it easy for message senders to spread information where messages or information can be received by the recipient of the message at the same time.

### 6) Starred Messages

Starred Messages is a feature to make it easier for WhatsApp users to mark certain messages to make it easier for users to find them again later if needed.

### 7) Voice Message

Voice message allows you to instantly send recorded message. All voice messages are downloaded automatically to provide the most efficient experience.