

CHAPTER IV

RESULT AND DISCUSSION OF RESEARCH

In this chapter, researcher going to present the result and discussion of the data obtaining from research on politeness in the use of the words *please* and *thank you* used by Batuampar people Guluk-Guluk Sumenep and analysing the use of the words *please* and *thank you* in perspective of Janet Holmes.

a. Result of Research

In this sections the researcher will describe of the research on how the use of the words please and thank you use by Batuampar people Guluk-Guluk Sumenep and how the use of the words please and thank you in perspective of Janet Holmes. In collecting data in this study, researcher did it with observations, interviews and documentation carried out in several people in the Batuampar village Guluk-Guluk Sumenep. In this section the researcher will describe the results of the data obtained when conducting interviews with several people in the village of Batuampar Guluk-Guluk Sumenep. Researcher conducted direct and indirect interviews with structured.

In the first step, the researcher conducted interviews direct and indirect with several people in the village of Batuampar Guluk-Guluk Sumenep. The researcher took 13 people as respondents. The interview was conducted in a structured manner, there were 6 questions that were asked to several people in the village of Batuampar Guluk-Guluk Sumenep. From the results of interviews

conducted by researcher, can find out how to use the words please and thank you used by Batuampar people Guluk-Guluk Sumenep and how to use of the word please and thank you in perspective of Janet Holmes.

Researcher conducted research from May 1st to June 29th 2022. Researcher conducted interviews on May 25th to June 29th 2022 on several people in Batuampar Guluk-Guluk Sumenep village. During the interview, the researcher prepared notes, pens and cellphones that contributed to supporting the research process carried out, such as writing when they spoke and then recorded their voices and also cellphone to take picture with as. In this study, researcher conducted a structured interview, which make it easy for researcher to do about questions to several people in the village of Batuampar Guluk-Guluk Sumenep.

1. How to use the word please and thank you in the village of Batuampar Guluk-Guluk Sumenep?

a. Use of the word *please*

In using the word please, some Batuampar people use it in their daily activities, namely when they need help from others, they use the word please, although sometimes they forget, they don't always use it, sometimes if they don't remember they don't say the word please. However, some people will try and applied to use the word please when need help. As stated by several people in Batuampar below:

Ustadz Abdurrahman Khafii statement, a Religious figure of Batuampar people:

“Ya, saya sering menggunakannya dalam aktivitas sehari-hari.”¹

Translated interview as follow:

“(Yes, I often use it in my daily activities).”

Yulida Arini statement, Batuampar people:

“Sepertinya saya pernah menggunakan kata tolong.”²

Translated interview as follow:

“(I think I’ve used the word please).”

Akidah statement, Batuampar people:

“Sering saya gunakan dalam kegiatan sehari-hari, tapi kadang-kadang lupa dan akan diusahakan diaplikasikan meskipun sering digunakan.”³

Translated interview as follow:

“(I often use it in daily activities, but sometimes I forget and will try to apply it even though it is often used).”

Mahmudah statement, Batuampar people:

“Iya, saya menggunakan kata tolong ketika meminta pertolongan, sekaligus juga sebagai contoh kepada anak.”⁴

Translated interview as follow:

“(Yes, I use the word please when asking for help, as well as an example to children).”

Nur Jannah statement, Batuampar people:

“Iya, saya pasti menggunakan kata tolong meskipun kepada yang lebih muda sekalipun saya usahakan tetap menggunakan kata tolong untuk mengajari dan membiasakan mereka ketika butuh bantuan orang lain.

¹ Wawancara dengan Ustadz Abdurrahman Khafii, Tokoh Agama orang Batuampar, *Wawancara Langsung* (27 Mei 2022)

² Wawancara dengan Yulida Arini, orang Batuampar, *Wawancara Langsung* (25 Mei 2022)

³ Wawancara dengan Akidah, orang Batuampar, *Wawancara Langsung* (26 Mei 2022)

⁴ Wawancara dengan Mahmudah, orang Batuampar, *Wawancara Langsung* (25 Mei 2022)

Kalau yang lebih tua memang harus karena rasa hormat dan rasa cangkolang karena kita butuh bantuan mereka. Meskipun terkadang lupa sih.”⁵

Translated interview as follow:

“(Yes, I definitely use the word please, even though for the younger ones I try to keep using the word please to teach and get used to them when they need help from others. For the older ones, it must be out of respect and sense of *cangkolang* because we need their help. Although sometimes forget anyway).”

Beberapa orang di desa Batuampar mengatakan bahwa mereka pernah menggunakan kata tolong ketika mereka meminta pertolongan kepada orang lain.”⁶

Translated interview as follow:

(Some people of Batuampar village said that they had used the word please, when they asked for help from others).

Based on the narrative above, it can be concluded that the use of the word please often use them in their daily activities, when they need help to others, even though sometimes they forget to say the word please.

In the use of the word please, some of them often apply it in their daily activities, even must be used. Apart from needing help, because it is also a form of social values in social life, applies to anyone who is young or older. So that the relationship is well better, harmonious and also does not seem to command those who are asked for help. As stated by several Batuampar people below:

Siti Hotijah statement, Batuampar people:

⁵ Wawancara dengan Nur Jannah, orang Batuampar, *Wawancara Lewat Telepone* (28 Juni 2022)

⁶ Wawancara dengan Faruq, Rudi Yanto, Wahedi Zaini, Mila Emilia, dan Lia orang Batuampar, *Wawancara Lewat Telepone dan Wawancara Langsung* (28-29 Juni 2022)

“Sering, bahkan kata tolong harus sering digunakan dalam kegiatan sehari-hari.”⁷

Translated interview as follow:

“(Often, even the word please must often be used in daily activities).”

Dzurriyah statement, Batuampar people:

“Saya sering menggunakan kata tolong ketika saya butuh bantuan kepada orang lain, kata tolong ini harus digunakan ketika membutuhkan bantuan kepada orang lain, karena sebagai bentuk nilai-nilai dalam kehidupan bersosial dan saya menggunakannya tidak hanya kepada yang lebih tua, tapi kepada yang lebih muda pun saya menggunakannya.”⁸

Translated interview as follow:

“(I often use the word please when I need help from other people, this word of please should be used when I need help from other people, because it is a form of values in social life and I use it not only to the older ones, but to the younger ones I use them too).”

Nur Jannah statement, Batuampar people:

“Iya, saya pasti menggunakan kata tolong meskipun kepada yang lebih muda, saya usahakan tetap menggunakan kata tolong untuk mengajari dan membiasakan mereka ketika butuh bantuan orang lain. Kalau kepada yang lebih tua memang harus karena sebagai bentuk rasa hormat dan rasa *cangkolang* karena kita butuh bantuan mereka.”⁹

Translated interview as follow:

“(Yes, I definitely use the word please, although for the younger ones, I try to keep using the word please to teach and get used to them when they need help from others. If it’s for the older ones, it should be because it is a form of respect and sense of *cangkolang* because we need their help).”

Wahedah statement, Batuampar people:

⁷ Wawancara dengan Siti Hotijah, Batuampar people, *Wawancara Lansung* (25 Mei 2022)

⁸ Wawancara dengan Dzurriyah, Batuampar people, *Wawancara Langsung* (26 Mei 2022)

⁹ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

“Saya sering menggunakannya dalam kegiatan sehari-hari, karena ketika saya membutuhkan bantuan dengan tidak diikuti kata tolong, maka seperti kurang sopan dan terkesan memerintah. Selain itu sebagai bentuk rasa kesopanan dan keharmonisan dalam kehidupan bersosial, dengan diikuti nilai-nilai di dalam kehidupan bersosial.”¹⁰

Translated interview as follow:

“(I often use it in daily activities, because when I need help without the word please, it’s like being impolite and giving the impression of command. In addition, it is a form of politeness and harmonious in social life, followed by values in social life).”

Based on the narrative above, it can be concluded that the use of the word please is often used in their daily activities when they need the help of others, even the word please must be used or applied in everyday life. Because as a form of social values word of please, this does not only apply to those who are older, but also to those who are younger.

b. Use of the word *thank you*

In using the word thank you, some Batuampar people often use the word in their daily activities, namely when they get help from others, some of them even use the word thank you more than the word please. As stated by several people in Batuampar below:

Beberapa mereka orang Batuampar mengatakan bahwa mereka sering menggunakan kata terimakasih ketika mereka mendapatkan bantuan dari orang lain, bahkan kata terimakasih ini harus sering digunakan dalam kegiatan sehari-hari.¹¹

¹⁰ Wawancara dengan Wahedah, Batuampar people, *Wawancara lewat Telepone* (29 Juni 2022)

¹¹ Wawancara dengan Ustadz Abdurrahman Khafii, Siti Hotijah dan Wahedi Zaini, Batuampar people, *Wawancara Langsung dan Wawancara Lewat Telepone* (25 Mei - 29 Juni 2022)

(Some of them Batuampar people said that they often use the word thank you when they get help from others, even this word of thank you should be used often in daily activities).”

Akidah statement, Batuampar people:

“Saya sering menggunakan kata terimakasih, hanya saja terkadang lupa, tapi akan diusahakan dan diaplikasikan meskipun sering digunakan.”¹²

Translated interview as follow:

“(I often use the word thank you, it’s just that sometimes I forget it, but it will be tried and applied even though it is often used).”

Mila Emilia statement, Batuampar people:

“Iya, saya sering menggunakan kata terimakasih dalam kegiatan sehari-hari daripada kata tolong.”¹³

Translated interview as follow:

“(Yes, I often use the word thank you in daily activities instead of the word please).”

Nur Jannah statement, Batuampar people:

“Iya, pasti saya gunakan dalam kegiatan sehari-hari, ketika melakukan transaksi jual beli sekalipun saya ucapkan kata terimakasih, karena menurut saya itu juga penting ketika kita dilayani dengan baik.”¹⁴

Translated interview as follow:

“(Yes, I definitely use it in daily activities, even when I do buying and selling transactions I say thank you, because I think it is also important when we are served well).”

Wahedah statement, Batuampar people:

“Iya saya sering juga menggunakan kata ini, ketika saya mendapat bantuan, lalu saya mengucapkan terimakasih karena sudah dibantu, bahkan terkadang saya ulangi terus mengucapkan terimakasih itu

¹² Wawancara dengan Akidah, Batuampar people, *Wawancara Langsung* (26 Mei 2022)

¹³ Wawancara dengan Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

¹⁴ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

kepada orang yang telah banyak membantu saya karena itu bentuk keperdulian dan sayangnya dia kepadaku, jadi itu alasannya mengapa saya bilang terimakasih dengan berulang kali karena sebagai bentuk rasa hormat dan kesopanan saya.”¹⁵

Translated interview as follow:

“(Yes I often use this word too, when I get help, then I say thank you for being helped, sometimes I even repeat that thank you to people who have helped me a lot because it is a form of caring and affection for her to me, so that’s the reason why I say thank you repeatedly because it is a form of respect and politeness).”

Faruq’s statement, Batuampar people:

“Iya, saya menggunakan kata terimakasih dalam kegiatan sehari-hari ketika saya mendapat bantuan dari orang lain, lalu saya mengucapkan terimakasih. Contohnya ketika saya dipinjami sepeda motor dari orang lain, kemudian saya bilang terimakasih kepadanya. Kata terimakasih ini lebih sering saya gunakan daripada kata tolong.”¹⁶

Translated interview as follow:

“(Yes, I use the word thank you in daily activities when I get help from others, then I say thank you. For example, when I borrowed a motorcycle from someone else, then I said thank you to her. I use this word thank you more often than the word please).”

Based on the narrative above, it can be concluded that the use of the word thank you is often used in daily activities, even more often than the word please.

In using the words please and thank you in their daily activities, some of them do not find it difficult, even those words are words that should be used in various ways. As stated by several people in Batuampar below:

Mila Emilia statement, Batuampar people:

¹⁵ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

¹⁶ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

“Saya tidak merasakan kesulitan menggunakan kata tolong dalam kegiatan sehari-hari, karena itu meminta bantuan kepada orang lain, kita itu butuh bantuan orang tersebut, jadi harus menggunakan kata tolong, hanya saja terkadang ketika saya meminta bantuan lupa tidak menggunakan kata tolong. Begitupun juga pada penggunaan kata terimakasih, saya tidak merasakan kesulitan sama sekali, karena ketika kita mendapatkan bantuan dari orang lain, lalu tidak mengucapkan terimakasih, maka rasa kesopanan dalam kehidupan bersosial seperti kurang begitu, jadi ketika mengucapkan terimakasih setelah mendapatkan bantuan itu seperti membayar jasa.”¹⁷

Translated interview as follow:

“(I don’t find it difficult to use the word please in daily activities, because that’s why we ask for help from other people, we need that person’s help, so we have to use the word please, it’s just that sometimes when I ask for help I forget not to use the word please. Likewise with the use of the word thank you, I don’t find it difficult at all, because when we get help from other people, then don’t say thank you, then the sense of politeness in social life is less like that, so saying thank you after getting help is like paying for services).”

Nur Jannah statement, Batuampar people:

“Saya tidak merasakan kesulitan, tapi ketika lupa itu yang sulit menurut saya.”¹⁸

Translated interview as follow:

“(I don’t find it difficult, but when I forget it’s what I find difficult).”

Lia’s statement, Batuampar people:

“Saya tidak merasa kesulitan dalam menggunakan kata tolong, maaf dan terimakasih dalam kehidupan sehari-hari, karena kata tersebut kata yang semestinya digunakan dalam berbagai hal.”¹⁹

Translated interview as follow:

¹⁷ Wawancara dengan Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

¹⁸ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

¹⁹ Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

“(I don’t find it difficult to use the words please, sorry and thank you in everyday life. Because these are words that should be used in various things).”

Faruq’s statement, Batuampar people:

“Saya tidak merasakan kesulitan, karena ketika kita mendapatkan bantuan dari orang lain, lalu mengucapkan terimakasih, itu sebagai ungkapan rasa kesopanan kita dalam bersosial karena sudah diberikan bantuan.”²⁰

Translated interview as follow:

“(I don’t find it difficult, because when we get help from other people, then say thank you, it’s an expression of our politeness in socializing because we have been given help).”

Wahedah statement, Batuampar people:

“Saya tidak merasakan kesulitan sama sekali, karena ketika kita butuh bantuan orang lain, maka memang seharusnya menggunakan kata tolong dalam kegiatan sehari-hari. Saya sering menggunakannya jadi sudah terbiasa. Begitupun dengan penggunaan terimakasih, saya tidak merasakan kesulitan juga, ketika kita sudah dibantu lalu mengucapkan terimakasih, maka itu adalah sikap menghargai (mengapresiasi) karena sudah dibantu. Jadi ketika tidak mengucapkan terimakasih, maka akan terkesan kurang menghargai kurang menghargai dan terkesan kurang sopan.”²¹

Translated interview as follow:

“(I don’t find it difficult it all, because when we need help from others, we should use the word please in our daily activities. I use it a lot so I’m used to it. Likewise with the use of gratitude, I don’t find it difficult either, when we have been helped and then say thank you, then it is an attitude of appreciating because we have been helped. So when I don’t say thank you, it will seem less appreciative and seem impolite).”

²⁰ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

²¹ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

Based on the narrative above, it can be concluded that some people in Batuampar do not find it difficult to use the words please and thank you, it's just that some people sometimes forget, and forgetting is what makes it difficult for them.

In using the words please and thank you in their daily activities, some Batuampar people do not take this lightly, even the use of the words please and thank you should be used in everyday life. As stated by several Batuampar people below:

Nur Jannah statement, Batuampar people:

“Menurut saya sih sangat bukan hal yang remeh, bahkan ini sangat penting dalam kehidupan bersosialisasi kita. Memang hanya ucapan sih tapi memiliki apa ya semacam tatakrama lah didalam ucapan tersebut. Seperti menyayangi yang lebih muda dan menghormati yang lebih tua”²².

Translated interview as follow:

“(In my opinion, it's really not a trivial thing, even this is very important in our social life. It's just a word, but it has a kind of etiquette in it. Like loving the younger and respecting the older).”

Lia's statement, Batuampar people:

“Meminta bantuan sudah semestinya menggunakan kata tolong dan mendapat bantuan sudah semestinya menggunakan terimakasih, karena kita meminta bantuan dan mendapatkan bantuan, jadi sudah semestinya menggunakan kata tolong dan terimakasih.”²³

Translated interview as follow:

“(Asking for help should use the word please and getting help should use the word thank you, because we ask for help and get help, so it is appropriate to use the word please and thank you).”

²² Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

²³ Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

Faruq's statement, Batuampar people:

“Dalam penggunaan kata tolong dan terimakasih dalam kegiatan sehari-hari, saya tidak merasa hal itu remeh, karena kata tolong dan terimakasih ini merupakan salah satu kesopanan yang akan membuat hubungan bersosial lebih nyaman dan harmonis.”²⁴

Translated interview as follow:

“(In using the words please and thank you in daily activities, I do not feel it is trivial, because the words please and thank you are one of the politeness that will make social relations more comfortable and harmonious).”

Wahedah statement, Batuampar people:

“Saya tidak merasa hal itu remeh ketika saya menggunakan kata tolong dan terimakasih dalam kegiatan sehari-hari, malahan kata tolong dan terimakasih sudah memang seharusnya diaplikasikan dalam kehidupan bersosial.”²⁵

Translated interview as follow:

“(I don't feel it is trivial when I use the words please and thank you in daily activities, even the words please and thank you should be applied in social life).”

Rudi Yanto's statement, Batuampar people:

“Menurut saya, penggunaan kata tolong dan terimakasih dalam kehidupan sehari-hari bukanlah hal remeh, bahkan penting untuk kita aplikasikan dalam kehidupan, karena ketika saya minta bantuan kepada orang lain, saya merasa seperti merepotkan mereka (yang saya pintai bantuan), jadi saya gunakan kata tolong supaya lebih santun dan hubungan komunikasi lebih harmonis. Begitupun dengan penggunaan kata terimakasih, ketika saya mendapatkan bantuan dari orang lain, lalu saya mengucapkan terimakasih, sebagai bentuk bayar jasa melalui kata terimakasih. Maka dari itu hubungan komunikasi juga akan lebih santun dan harmonis dari yang tidak mengucapkan kata terimakasih.”²⁶

²⁴ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

²⁵ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

²⁶ Wawancara dengan Rudi Yanto, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

Translated interview as follow:

“(In my opinion, the use of the words please and thank you in everyday life is not trivial, it is even important for us to apply it in life, because when I ask for help from other people, I feel like I’m bothering them (who I ask for help), so I use the word please so that it is more polite and the communication relationship is more harmonious. Likewise with the use of the word thank you, when I get help from other people, the I say thank you, as a form of paying for services through the word thank you. Therefore the communication relationship will also be more polite and harmonious than who don’t say thank you).”

Based on the narrative above, it can be concluded that the use of the words please and thank you is not a trivial thing to use, in fact we should apply the words please and thank you in life.

In this session the researcher wanted to present the data from the observations obtained :

Nur Jannah Batuampar people and Bu’ Sideh Batuampar people (seller tahu isi dan teote)

When Nur Jannah bought tahu isi and te-ote to Bu’ Sideh

Nur Jannah : Bu’, I want to buy tahu isi 5 rb.

Bu’ Sideh : what do you want to mix?

Nur Jannah : yes Bu’

A few seconds latter...

Nur Jannah : thank you Bu’

Bu’ Sideh : yes

Based on the conversation above that the word *thank you* is used when it occurs in a sale and purchase transaction. Nur Jannah said thank you when she bought tahu isi and te-ote to a saller named Bu’ Sideh.

Wahedah Batuampar people and Anis Batuampar people.

When Wahedah making a request to Anis. Ask for help to get the cellphone.

Wahedah : mbak, get a cellphone please.

Anis : take it yourself (while joking)

After a few second, Anis gave her cellphone to Wahedah

Wahedah : thank you mbak

Anis : you're welcome, dah

Based on the conversation above, that the word please use when Wahedah making a request (requires help). Then she saying thank you to Anis for getting her cellphone.

Yuyun Batuampar people and Ida Batuampar people

When Yuyun making a request to Ida. Yuyun asked Ida for help to get her bag.

Yuyun : mbak, I want to ask.

Ida : what dek?

Yuyun : get a bag, please mbak.

After a few second, Ida gave her bag to Yuyun

Yuyun : thank you mbak

Based on the conversation above that the word please use when making a request (need help). Then Yuyun saying thank you to Ida for helping to get her bag.

Wahedah Batuampar people and Fadilah Batuampar people.

When Wahedah making a request to Fadilah. Wahedah asked Fadilah for help to exchange black to white mask.

Wahedah : thank you mbak

Fadilah : thank you for what, Dah?

Wahedah : this is the mask because Mbak want to exchange it.
 Fadilah : oohh you're welcome dah

Based on the conversation above that the word thank you used Wahedah when getting help. That is when she got mask exchange from Fadilah.

Wahedah Batuampar people, Yuyun Batuampar people and Holilah.

When Yuyun got help. That is when the clothesline is raised by Wahedah

Yuyun : who helped my towel clothesline?
 Holilah : Wahedah dek
 Yuyun : thank you mbak dah
 Wahedah : yes

Based on the conversation above that the word thank you was used by Yuyun when getting help. That is when the towel was helped by Wahedah.

Wahedah Batuampar people and Jannah Batuampar people

When Wahedah borrowed money and asked to be accompanied to Mbak

Latifah's house

Wahedah : thank you mbak
 Jannah : you're welcome dah
 Wahedah : sorry mbak, because I always troublesome.
 Jannah : yes, it's okay dah

Based on the conversation above that the word thank you is used when Wahedah gets help. Namely when Wahedah borrowed money and after that ask to be accompanied to Mbak Latifah's house.

Fatima Batuampar people and Wahedah Batuampar people

When Fatima got help from Wahedah, Fatima told Wahedah who that time there was kajian Muslimatan.

Fatima : Dah, tomorrow sweep the room above

Wahedah : In Syaa Allah yes Bu

The next day Wahedah came to Fatima's house, after Wahedah sweep...

Fatima : thank you dah, how do I have nothing to give to you.

Wahedah : you're welcome Bu, I'm happy to be able to help Ibu

Based on the conversation above that the word thank you used Fatima when getting help. Namely when Wahedah getting help sweeping her room. That's when Fatima saying thank you to Wahedah for her help. It's just that when Fatima making request (help) to Wahedah, she didn't say please. This is what sometimes happens, that the word thank you is often used rather than the word please.

Mutmainnah Batuampar people and Dzurriyah Batuampar people

When Mutmainnah was given kangkung from Dzurriyah.

Dzurriyah : this is kangkung for you in.

Mutmainnah : thank you Mbak Dzur

Based on the conversation above that the word thank you was used Mutmainnah when given kangkung from Dzurriyah, that's where the word thank you was used by Mutmainnah.

Ustadz Abdurrahman Khafii Batuampar people and Holilah Batuampar people

When Ustadz Abdurrahman Khafii was given money by Holilah.

Ustadz Abdurrahman Khafii : thank you, May Allah give a better reply (goodness), hopefully what is aspired can be achieved.

Holilah : you're welcome Pak

Based on the conversation above that the word thank you is used by Ustadz Abdurrahman when given money from Holilah.

Ani Batuampar people, Beni Batuampar people, Anam Batuampar people and Mutmainnah Batuampar people.

When children are given snacks from Faidatur Robbaniah

Ani : this is for you Nam

Anam : (with a happy smile)

Ani : this is for you Ben

Beni : thank you mbak

Then Ani also gave to Mutmainnah, the mother of Ika, Imdad and Qonita.

Mutmainnah : thank you (with smile)

Ani : you're welcome Yu In

Based on the conversation above that the word thank you used them when given snacks from Ani.

Faruq Batuampar people and Dzurriyah Batuampar people

When Faruq was borrowed a motorcycle from Dzurriyah, and then Dzurriyah making request (help) to Faruq to put it in the motorcycle room.

Faruq : Mbak Dzur, I want to borrow your motorcycle, I want to take wood.

Dzurriyah : ooh, yes use it

A few minutes later...

Faruq : thank you Mbak Dzur

Dzurriyah : yes dek, put the motorcycle it in

Faruq : yes Mbak Dzur

Based on the conversation that the word thank you was used when Faruq got help, that is, when he was borrow a motorcycle from Dzurriyah. Then Dzurriyah also making request (help) to Faruq to put in her motorcycle. Based on the conversation above, that both of them need help

among others, so the word please and thank you are the basic words they use in their daily lives.

Fadilah Batuampar people and Dzurriyah Batuampar people

When Fadilah was given money from Dzurriyah, then Fadilah saying thank you to Dzurriyah

Dzurriyah : this is money for you

Fadilah : thank's Bu Dzur

Dzurriyah : yes, with this money, you can use it for buy a snacks

Fadilah : (while smile happy)

Based on the conversation above that the word thank you is used Fadilah when getting/given money from Dzurriyah, that's where the word thank you is used.

Holilah Batuampar people and Wahedah Batuampar people

When Holilah was invited from Wahedah to attend the Majelis Shalawat

Holilah : thank you Dah, for inviting me to attend in this Majelis Shalawat

Wahedah : yes, you're welcome Mbak Lilah

Based on the conversation above that the word thank you was used by Holilah when she was invited to the Majelis Shalawat. So the word thank you is used not only when getting help in the form of material or goods, but also when getting information.

Ani Batuampar people and Mak Simah

When Mak Simah making request (help) to Ani to deliver it to the Market Labeng.

Mak Simah : I want to ask, take me to the labeng market

Ani : oohh yes Mak Simah

A few minutes after they came from the market labeng market
 Mak Simah : thank's An, this is instan noodles for you
 Ani : you're welcome Mak Mah, thank's Mak Mah for instant
 noodle.
 Mak Simah : yes

Based on the conversation above that the word thank you was used by Mak Simah when getting help. That is when Ani drove her to the Labeng market. Then, Ani saying thank you for being given instant noodles from Mak Simah. So in this conversation, both of them use (saying) thank you. First, when Mak Simah was assisted from Ani to delivering it to the labeng market. Second, when Ani was given instant noodles from Mak Simah.

Mutmainnah Batuampar people and Dzurriyah Batuampar people

When Mutmainnah was given chili from Dzurriyah

Mutmainnah : Mbak Dzur, do you have chilies?
 Dzurriyah : it's in the kitchen, take it
 Then Mutmainnah headed to Dzurriyah kitchen and then took it.
 Mutmainnah : thank's Mbak Dzur
 Dzurriyah : you're welcome

Based on the conversation above that the word thank you was used by Mutmainnah when given chili from Dzurriyah.

Based on the conversation above, it can be concluded that the word please and thank you are used by Batuampar people. When they use the word please to expressing politeness, so as not to be impressed order. Likewise, when they use the word thank you to expressing politeness, as a form of respect and gratitude (bersyukur) through the word thank you for being helped.

2. How to use the words please and thank you in perspective of Janet Holmes?

The words please and thank you are used by Batuampar people Guluk-Guluk Sumenep. They use the word in their daily activities. The word please use by them when making a request or need help. As in the sentence below:

- a. Please put the motorcycle in the room dek.²⁷

But some of them sometimes forget to use the word please when they need help. As in the statement of the Batuampar people below.

- a. Sometimes I use the word please, sometimes if I remember I saying please, but sometimes if I don't remember not saying.²⁸
- b. I often use it in daily activities, but sometimes forget and will try to be applied even though it is often used.²⁹

Some of those who are old, when they need help do not use the word please. They didn't say the word please maybe because they didn't know. As in the sentence below.

- a. I want to ask, take me to the labeng market.³⁰
- b. Dah, tomorrow sweep the room above.³¹

²⁷ Observasi Dzurriyah, Batuampar people, *Hasil Observasi* (11 Mei 2022)

²⁸ Wawancara dengan Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

²⁹ Wawancara dengan Akidah, Batuampar people, *Wawancara Langsung* (26 Mei 2022)

³⁰ Observasi Simah, Batuampar people, *Hasil Observasi* (1 Mei 2022)

³¹ Observasi Fatima, Batuampar people, *Hasil Observasi* (3 Mei 2022)

In the use of the word please, some of them apply it in their daily activities, even must be used. Apart from needing help, because it is also a form of social values in social life, applies to anyone who is young or older. So the communication relationship will be more harmonious, more polite and avoiding social conflict. As in the statement of the Batuampar people below.

- a. Often, even the word please must often be used in daily activities.³²
- b. Yes, I definitely use the word please, even though for the younger ones, I try to keep using the word please to teach and get used to them when they need help from others. For the older ones, it must be out of respect and sense of *cangkolang* because we need their help. Although sometimes forget anyway.³³
- c. Should be because it is a form of respect and sense of *cangkolang* because we need their help.
- d. I often use the word please when I need help from other people, this word of please should be use when I need help from other people, because it is a form of values in social life and I use it not only to the older ones, but to the younger ones I use them too.³⁴

Based on the conversation above that the word please is very important in everyday life, because by using the word please, the communication relationship will be harmonious, more polite and avoiding social conflict.

³² Wawancara dengan Siti Hotijah, Batuampar people, *Wawancara Langsung* (25 Mei 2022)

³³ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

³⁴ Wawancara dengan Dzurriyah, Batuampar people, *Wawancara Langsung* (26 Mei 2022)

Using the word please with those who don't use it, it will definitely be different. When using the word please, the communication relationship will be more harmonious, more polite and avoiding social conflict.

Likewise, the word thank you used by Batuampar people Guluk-Guluk Sumenep. They use the word thank you when getting help from others. As in the statement below:

- a. Yes, I definitely use it in daily activities, even when I do buying and selling transactions I say thank you, because I think it is also important when we are served well.³⁵
- b. Yes, I use the word thank you in daily activities when I get help from others, then I say thank you. For example, when I borrowed a motorcycle from someone else, then I said thank you to her. I use this word thank you more often than the word please.³⁶

The use of the word thank you is used by Batuampar people when they get help from others in their daily activities. Like when they borrow a motorcycle, when getting information, ask for help to get his cellphone, his bag, exchange masks, when helping clothesline, when buying, when borrowing money and asking for help to accompany her to Mbak Latifah house, when asking for chilies, when given money, when given chilies etc. As in the sentence below:

- a. thank you dah, how do I have nothing to give to you.³⁷

³⁵ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

³⁶ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

³⁷ Observasi Fatima, Batuampar people, *Hasil Observasi* (3 Mei 2022)

- b. thank you Dah, for inviting me to attend in this Majelis Shalawat.³⁸
- c. thank you, May Allah give a better reply (goodness), hopefully what is aspired can be achieved.³⁹

The use of the thank you is often used in their daily activities, even they say that the word thank you must often be used in daily activities. As stated below:

- a. I often use the word thank you, even this word of thank you should be used often in daily activities.⁴⁰

One of them said the word thank you is used more often than the word please in daily activities. As the statement below:

- a. I often use the word thank you in daily activities instead of the word please.⁴¹

Batuampar people use the word thank you not only used when getting help in the form of material things, but also when they get information. As in the sentence below:

- a. thank you Dah, for inviting me to attend in this Majelis Shalawat.⁴²

³⁸ Observasi Holilah, Batuampar people, *Hasil Observasi* (5 Mei 2022)

³⁹ Observasi Ustadz Abdurrahman Khafii, Batuampar people, *Hasil Observasi* (7 Mei 2022)

⁴⁰ Wawancara dengan Siti Hotijah, Batuampar people, *Wawancara Langsung* (25 Mei 2022)

⁴¹ Wawancara dengan Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

⁴² Observasi Holilah, Batuampar people, *Hasil Observasi* (5 Mei 2022)

When they use the word please and thank you do not feel difficulties, because this word is a basic word in social life. Even this word must be used in daily activities. As the statement below:

- a. I don't find it difficult to use the word please, sorry and thank you in everyday life. Because these are words that should be used in various things.⁴³
- b. I don't find it difficult, because when we get help from other people, then say thank you, it's an expression of our politeness in socializing because we have been given help.⁴⁴
- c. I don't find it difficult, but when I forget it's what I find difficult.⁴⁵
- d. I don't find it difficult it all, because when we need help from others, we should use the word please in our daily activities. I use it a lot so I'm used to it. Likewise with the use of gratitude, I don't find it difficult either, when we have been helped and then say thank you, then it is an attitude of appreciating because we have been helped. So when I don't say thank you, it will seem less appreciative and seem impolite.⁴⁶

They do not underestimate this when using the word please and thank you in their daily activities. As the statement below:

⁴³ Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

⁴⁴ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

⁴⁵ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

⁴⁶ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

- a. In my opinion, it's really not a trivial thing, even this is very important in our social life. It's just a word, but it has a kind of etiquette in it. Like loving the younger and respecting the older.⁴⁷
- b. I don't feel it is trivial when I use the words please and thank you in daily activities, even the words please and thank you should be applied in social life.⁴⁸
- c. Asking for help should use the word please and getting help should use the word thank you, because we ask for help and get help, so it is appropriate to use the word please and thank you.⁴⁹

Based on the findings above that they use the word please and thank you in their daily activities when they ask for help or making request, and when they get help. Sometimes some of them still forget to use the word please and thank you. If they remember they use it, but when they don't remember not using the word please and thank you. One of them uses the word thank you more often than the word please.

They do not feel the difficulty in using the word please and thank you, According to one of them, because the word please and thank you is a word that should be use in various ways. Some of them are already accustomed to and apply it in their daily activities, when asking for help or making request

⁴⁷ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

⁴⁸ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

⁴⁹ Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

and getting help. Even though some of them still forget to use it, and use the word thank you more often than the word please.

They do not feel this is trivial, because when asking for help (making request) should use the word please, and when getting help it should use the word thank you. The use of the word please and thank you is a form of politeness that will make the communication relationship will be harmonious, more polite and avoiding social conflict.

Based on the results of the field with the theory of Janet Holmes the comparison between the two has similarities (compatibility). The results of the field prove that the word please and thank you are used by Batuampar people. When they use the word please to expressing politeness, so as not to be impressed order. Likewise, when they use the word thank you to expressing politeness, as a form of respect and gratitude (bersyukur) through the word thank you for being helped. Based on this shows that the results of the field with the theory of Janet Holmes have a similar relationship, namely the use of the word please and thank you for expressing politeness.

It was even found that some of them still did not use the word please (among parents), and some of them also sometimes forgot to use the word please when asking for help. In the use of the word thank you, some Batuampar people often use it. Some of them use the word thank you more often than the word please. They use it in their daily activities when they get help. Even so, some of them besides being found not using and forgot the use of the word please and thank you, some of them were also found to lack appreciate in the use of

the word please and thank you. This is why politeness is difficult to learn in any language, because polite communication not only understands language, but also understands the social and cultural values of society.

b. Discussion of Research

In this section the researcher want to present a discussion based on the findings in the field. The researcher want to explain and discuss the findings obtained through observations and interviews. After the findings are explained, the researcher want to discuss the relationship between the result of the study with the theoretical framework by Janet Holmes and will compare the results of the field and the theory according to the perspective of Janet Holmes. The researcher will explain and discuss about how to use the word please and thank you in the village of Batuampar Guluk-Guluk Sumenep and discuss about how to use the word please and thank you in perspective of Janet Holmes. Researcher will explain related to the literature theory of Janet Holmes below:

1. The use of the word please and thank you in Batuampar people Guluk-Guluk Sumenep

The word please and thank you are used by Batuampar people Guluk-Guluk Sumenep. When they use the word please to express politeness, so as not to be impressed order. Likewise, when they use the word thank you to express politeness, as a form of respect and gratitude through the word thank you for

being help. They use the word in their daily activities. The word please use by them when making a request or need help.

Some Batuampar people use it in their daily activities, namely when they need help from others, then they use the word please, But some of them sometimes forget to use the word please when they need help. Although sometimes they forget they don't always use it, sometimes if they don't remember they don't say the word please. It was even found that some of them still did not use the word please (among parents). However, some Batuampar people will try and applied to use the word please when they need help.

Some of them apply it in their daily activities, even must be used. Apart from needing help, because it is also a form of social values in social life, applies to anyone who is young or older. When they use the word please to express politeness, so as not to be impressed order, the communication relationship will be more harmonious, more polite, also does not seem to command those who are asked for help and avoiding social conflict.

The word please is very important in everyday life, because by using the word please, the communication relationship will be harmonious, more polite and avoiding social conflict. Using the word please with those who don't use it, it will definitely be different. When using the word please, the communication relationship will be more harmonious, more polite and avoiding social conflict.

Likewise, the word thank you used by Batuampar people Guluk-Guluk Sumenep. They use the word thank you when getting help from others. Some Batuampar people often use the word in their daily activities. Some of them even use the word thank you more than the word please. Like when they borrow a motorcycle, when getting information, ask for help to get his cellphone, his bag, exchange masks, when helping clothesline, when buying, when borrowing money and asking for help to accompany her to Mbak Latifah house, when asking for chilies, when given money, when given chilies etc.

The use of the thank you is often used in their daily activities, even they say that the word thank you must often be used in daily activities. One of them said the word thank you is used more often than the word please in daily activities. Batuampar people use the word thank you not only used when getting help in the form of material things, but also when they get information.

When they use the word please and thank you do not feel difficulties, because this word is a basic word in social life. Even this word must be used in daily activities. They do not feel the difficulty in using the word please and thank you, According to one of them, because the word please and thank you is a word that should be use in various ways. Some of them are already accustomed to and apply it in their daily activities, when asking for help or making request and getting help. Even though some of them still forget to use it, and use the word thank you more often than the word please.

They do not feel this is trivial, because when asking for help (making request) should use the word please , and when getting help it should use the word thank you. The use of the word please and thank you is a form of politeness that will make the communication relationship will be harmonious, more polite and avoiding social conflict.

2. The use of the word please and thank you in perspective of Janet Holmes

The words please and thank you are used by Batuampar people Guluk-Guluk Sumenep. They use the word in their daily activities. The word please use by them when making a request or need help. As in the sentence below:

- a. Please put the motorcycle in the room dek.⁵⁰

But some of them sometimes forget to use the word please when they need help. As in the statement of the Batuampar people below.

- b. Sometimes I use the word please, sometimes if I remember I saying please, but sometimes if I don't remember not saying.⁵¹
- c. I often use it in daily activities, but sometimes forget and will try to be applied even though it is often used.⁵²

Some of those who are old, when they need help do not use the word please. They didn't say the word please maybe because they didn't know. As in the sentence below.

- a. I want to ask, take me to the labeng market.⁵³

⁵⁰ Observasi Dzurriyah, Batuampar people, *Hasil Observasi* (11 Mei 2022).

⁵¹ Wawancara dengan Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

⁵² Wawancara dengan Akidah, Batuampar people, *Wawancara Langsung*(26 Mei 2022)

- b. Dah, tomorrow sweep the room above.⁵⁴

In the use of the word please, some of them apply it in their daily activities, even must be used. Apart from needing help, because it is also a form of social values in social life, applies to anyone who is young or older. So the communication relationship will be more harmonious, more polite and avoiding social conflict. As in the statement of the Batuampar people below.

- a. Often, even the word please must often be used in daily activities.⁵⁵
- b. Yes, I definitely use the word please, even though for the younger ones, I try to keep using the word please to teach and get used to them when they need help from others. For the older ones, it must be out of respect and sense of *cangkolang* because we need their help. Although sometimes forget anyway.⁵⁶
- c. Should be because it is a form of respect and sense of *cangkolang* because we need their help.
- d. I often use the word please when I need help from other people, this word of please should be use when I need help from other people, because it is a form of values in social life and I use it not only to the older ones, but to the younger ones I use them too.⁵⁷

⁵³ Observasi Simah, Batuampar people, *Hasil Observasi* (1 Mei 2022).

⁵⁴ Observasi Fatima, Batuampar people, *Hasil Observasi* (3 Mei 2022).

⁵⁵ Wawancara dengan Siti Hotijah, Batuampar people, *Wawancara Langsung* (25 Mei 2022)

⁵⁶ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022)

⁵⁷ Wawancara dengan Dzurriyah, Batuampar people, *Wawancara Langsung* (26 Mei 2022)

Based on the conversation above that the word please is very important in everyday life, because by using the word please, the communication relationship will be harmonious, more polite and avoiding social conflict. Using the word please with those who don't use it, it will definitely be different. When using the word please, the communication relationship will be more harmonious, more polite and avoiding social conflict.

Likewise, the word thank you used by Batuampar people Guluk-Guluk Sumenep. They use the word thank you when getting help from others. As in the statement below:

- a. Yes, I definitely use it in daily activities, even when I do buying and selling transactions I say thank you, because I think it is also important when we are served well.⁵⁸
- b. Yes, I use the word thank you in daily activities when I get help from others, then I say thank you. For example, when I borrowed a motorcycle from someone else, then I said thank you to her. I use this word thank you more often than the word please.⁵⁹

The use of the word thank you is used by Batuampar people when they get help from others in their daily activities. Like when they borrow a motorcycle, when getting information, ask for help to get his cellphone, his bag, exchange masks, when helping clothesline, when buying, when borrowing money and

⁵⁸ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022).

⁵⁹ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022).

asking for help to accompany her to Mbak Latifah house, when asking for chilies, when given money, when given chilies etc. As in the sentence below:

- a. thank you dah, how do I have nothing to give to you.⁶⁰
- b. thank you Dah, for inviting me to attend in this Majelis Shalawat.⁶¹
- c. thank you, May Allah give a better reply (goodness), hopefully what is aspired can be achieved.⁶²

The use of the thank you is often used in their daily activities, even they say that the word thank you must often be used in daily activities. As stated below:

- a. I often use the word thank you, even this word of thank you should be used often in daily activities.⁶³

One of them said the word thank you is used more often than the word please in daily activities. As the statement below:

- a. I often use the word thank you in daily activities instead of the word please.⁶⁴

Batuampar people use the word thank you not only used when getting help in the form of material things, but also when they get information. As in the sentence below:

- a. thank you Dah, for inviting me to attend in this Majelis Shalawat.⁶⁵

⁶⁰ Observasi Fatima, Batuampar people, *Hasil Observasi* (3 Mei 2022).

⁶¹ Observasi Holilah, Batuampar people, *Hasi Observasi* (5 Mei 2022).

⁶² Observasi Ustadz Abdurrahman Khafii, Batuampar people, *Hasil Observasi* (7 Mei 2022)

⁶³ Wawancara dengan Siti Hotijah, Batuampar people, *Wawancara Langsung* (25 Mei 2022)

⁶⁴ Wawancara denga Mila Emilia, Batuampar people, *Wawancara Langsung* (28 Juni 2022)

When they use the word please and thank you do not feel difficulties, because this word is a basic word in social life. Even this word must be used in daily activities. As the statement below:

- a. I don't find it difficult to use the word please, sorry and thank you in everyday life. Because these are words that should be used in various things.⁶⁶
- b. I don't find it difficult, because when we get help from other people, then say thank you, it's an expression of our politeness in socializing because we have been given help.⁶⁷
- c. I don't find it difficult, but when I forget it's what I find difficult.⁶⁸
- d. I don't find it difficult it all, because when we need help from others, we should use the word please in our daily activities. I use it a lot so I'm used to it. Likewise with the use of gratitude, I don't find it difficult either, when we have been helped and then say thank you, then it is an attitude of appreciating because we have been helped. So when I don't say thank you, it will seem less appreciative and seem impolite.⁶⁹

They do not underestimate this when using the word please and thank you in their daily activities. As the statement below:

⁶⁵ Observasi Holilah, Batuampar people, *Hasil Observasi* (5 Mei 2022).

⁶⁶ Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022).

⁶⁷ Wawancara dengan Faruq, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022).

⁶⁸ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022).

⁶⁹ Wawancara dengan Wahedah, Batuampar people, *Wawancara Langsung* (29 Juni 2022).

- a. In my opinion, it's really not a trivial thing, even this is very important in our social life. It's just a word, but it has a kind of etiquette in it. Like loving the younger and respecting the older.⁷⁰
- b. I don't feel it is trivial when I use the words please and thank you in daily activities, even the words please and thank you should be applied in social life.⁷¹
- c. Asking for help should use the word please and getting help should use the word thank you, because we ask for help and get help, so it is appropriate to use the word please and thank you.⁷²

Based on the findings above that they use the word please and thank you in their daily activities when they ask for help or making request, and when they get help. Sometimes some of them still forget to use the word please and thank you. If they remember they use it, but when they don't remember not using the word please and thank you. One of them uses the word thank you more often than the word please.

They do not feel the difficulty in using the word please and thank you, According to one of them, because the word please and thank you is a word that should be use in various ways. Some of them are already accustomed to and apply it in their daily activities, when asking for help or making request

⁷⁰ Wawancara dengan Nur Jannah, Batuampar people, *Wawancara Lewat Telepone* (28 Juni 2022).

⁷¹ Wawancara dengan Wahedah, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

⁷² Wawancara dengan Lia, Batuampar people, *Wawancara Lewat Telepone* (29 Juni 2022)

and getting help. Even though some of them still forget to use it, and use the word thank you more often than the word please.

They do not feel this is trivial, because when asking for help (making request) should use the word please, and when getting help it should use the word thank you. The use of the word please and thank you is a form of politeness that will make the communication relationship will be harmonious, more polite and avoiding social conflict.

Based on the results of the field with the theory of Janet Holmes the comparison between the two has similarities (compatibility). The results of the field prove that the word please and thank you are used by Batuampar people. When they use the word please to expressing politeness, so as not to be impressed order. Likewise, when they use the word thank you to expressing politeness, as a form of respect and gratitude (bersyukur) through the word thank you for being helped. Based on this shows that the results of the field with the theory of Janet Holmes have a similar relationship, namely the use of the word please and thank you for expressing politeness.

It was even found that some of them still did not use the word please (among parents), and some of them also sometimes forgot to use the word please when asking for help. In the use of the word thank you, some Batuampar people often use it. Some of them use the word thank you more often than the word please. They use it in their daily activities when they get help. Even so, some of them besides being found not using and forgot the use of the word please and thank you, some of them were also found to lack appreciate in the use of

the word please and thank you. This is why politeness is difficult to learn in any language, because polite communication not only understands language, but also understands the social and cultural values of society.