

CHAPTER I

INTRODUCTION

A. Research Context

Language is a system of sound symbols used by members of a society to work together, interact, and identify themselves.¹ Language is an abstract cognitive system that uniquely allows humans to produce and comprehend meaningful utterance. Language also reflects one's self-identity and is indispensable for social interactions.² Language is also one of the social cultures that has a high value. Through language, people can build good relationships with other people.³

Language is a process of interaction between people to communicate. People can speak in their own style and dialect. With language, people can develop and express various symptoms that arise around them. Language performs a vital function in existence it may also be stated that each person will talk from waking as much as drowsing again. Language can also provide positive values to society, for example it can build good relationships, strengthen friendships and other. Language develops and is necessary in all aspects of life society, including social activities such as business, government, health, education, religion, etc. Language express desires, thoughts, feelings, and other.

¹ Indonesia, *Kamus Bahasa Indonesia*. ("Department Pendidikan Nasional." Jakarta: Pusat Bahasa 2008), 116.

² Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 3

³ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 701

When you learn a language, it is not enough to learn the concepts, but how the language is used. Find the principles of language use can most of it coincides with discovering concepts that are social relationships, from their interactional factors.⁴ When communicating with other people, they must look at the situation and conditions, also see who is being spoken to. Because from what is said will be known characteristics of the person.

Language can be used anywhere and anytime, of course by looking back at the situation and conditions. For example, in villages, schools, or workplaces, language can be used by choosing the good and right words to say. There are numerous components that should be learned by means of the people when they use a language. One in all them is approximately politeness.

Politeness is very important, because with the polite nature of a person it will also determine the good and bad character of a person. In communicating, politeness is an important aspect that must be applied by speakers to other speakers, therefore between speakers and other speakers will be able to communicate well and be able to generate respect so that it can become a value from each of them. Respect for other people is an attitude that should developed in humans because humans can respect other human beings if they respect each other, so that it is possible for there to be no miss communication between them.

⁴ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 55.

Politeness is the habit of being polite or polite good attitude.⁵ Polite means people can speak at the right time and place.⁶ Politeness is the way people behave in a way that takes other people's feelings into consideration. In addition to its status as a universal principle of human interaction, the phenomenon of politeness is also reflected in language.⁷

According to Brown and Levinson, there are fourth main points in politeness namely bald on record, positive politeness, negative politeness, and off-record (politeness). Brown and Levinson's theory of politeness refers to the concept of face. These experts use the concept of face because to save the face of the speaker or interlocutor called the "face saving view", where everyone will meet face to face when communicating with each other. By using this term, someone will use his face to create a facial expression as a response to explain to the other person.

The use of politeness is also found in communication in the WhatsApp application. For example, in the one of group TOEFL subject, the student Darratul Fawaidah said that "I'm so sorry ma'am, give me permission to ask, when the last time for us (5th group) to submitted the video? Before 29 April? Because I'm confused".⁸ In my opinion, the chat includes chat that goes into politeness, where the chat writer first before expressing his wish, he asked permission first from the supporting lecturer

⁵ Indonesia, *Kamus Bahasa Indonesia*. ("Department Pendidikan Nasional." Jakarta: Pusat Bahasa 2008), 1493.

⁶ Choiratul Jannah, "The Use of Politeness Strategy on The First-Grade Movie Based on Brown and Levinson Perspective" (thesis, STAIN Madura, 2018), 2

⁷ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), xiii

⁸ Darratul Fawaidah, Students of six semester of TBI IAIN Madura, *conversation in WhatsApp group* (April 2023)

in the grub and the last one she said that she felt confused about what she was going to do, it also had a good effect on the person she asked so that interlocutor could answer according to what she wanted.

In this globalization era people use the WhatsApp application media to communicate both with people who have close distances and those who have long distances with them. WhatsApp is an application that functions to send messages instantly to other WhatsApp users. WhatsApp is like SMS (Short Message Service), it is just that SMS (Short Message Service) requires credit to send messages, whereas WhatsApp does not need credit, it only uses quota or other internet sources, such as WIFI. Not only sending messages, but WhatsApp also has a feature that can send soft files with extensions PDF, docs, and various other types of documents, besides that WhatsApp can also send photos and videos. This application is also used by students and teachers as a tool for transfer knowledge with quickly without having to get hung up on certain learning time, usually teachers and students make groups to create conversations between them making it easier for them to exchange opinions online. In the communication that is created, of course using acts of politeness to send messages in the group. Because politeness is also needed in the learning process so that the learning that is carried out runs smoothly.

Analysing politeness can also be done by using this WhatsApp application. Advances in digital technology have a lot of potential as

instructional tools in literacy education.⁹ From this explanation it can be concluded that one of the advantages of the WhatsApp application is as a bridge for learning, especially learning politeness. Analysis of politeness from the WhatsApp application is found in communication between teachers and students who are in the same group for learning purposes, as explained by the researcher at the beginning of the last line in the seventh paragraph that communicating in grub must also use polite words so that learning can run smoothly without any miss communication. In this era there are still many students who are still not aware of politeness in communication that is created through the WhatsApp group, as Ms. Farhana Nabila said that “In my opinion, when talking to elders anywhere, you should use polite words because you must respect your elders. For now, in my opinion, the TBI-A Class has not fully implemented this because there are still many students who generalize how to talk to lecturers and other student friends.”¹⁰

The explanation above is the reason for researchers to examine this case. Researchers examined politeness in student communication with lecturers in their WhatsApp group, because in communicating, students will express their opinions to attract the confidence of other students and lecturers to answer these opinions and without thinking about polite vocabulary to write them. Especially this research important for researchers

⁹ Martina Napratilora, Hendro Lisa, and Indra Bangsawan, “Using WhatsApp as a Learning Media in Teaching Reading,” *Mitra PGMI: Jurnal Kependidikan MI* 6, no. 2 (July 9, 2020): 117, <https://doi.org/10.46963/mpgmi.v6i2.129>.

¹⁰ Farhana Nabila, One of the Member of Tadris English Language A Class, Interview WhatsApp Application (07 April 2023)

as English students to understand deeper politeness strategy theory. Based on above statement, researchers will conduct research entitled **“The Analysis of Politeness Strategies in Brown and Levinson Perspective In 6th Semester Students’ Communication on WhatsApp Group at Iain Madura 2020/2021 Academic Year.”**

B. Research Focus

The problem investigated is stated as follows:

1. What type of politeness strategies are found in students communication on WhatsApp group of TBI academic year 2020 based on Brown and Levinson perspective?
2. How do the students imply the strategies during the conversation in WhatsApp group based on Brown and Levinshon perspective?

C. Research Objective

Research aims to solve problems. Therefore, this section contains a description of what objectives to be achieved in the research. Its content is closely related to the research problems that have been formulated.¹¹ The function of the giving research objective is to know problem solving in research. That would be the answer to the question of research problems. Based on the research problems above, the researcher can determine the research objective of the study namely:

¹¹ Tim Penyusun Pedoman Penulisan Karya Tulis Ilmiah, Pedoman Penulisan Karya Tulis Ilmiah, Edisi Revisi, (Pamekasan: IAIN MADURA, 2020), 38.

1. To describe what type of politeness strategies are found in students communication on WhatsApp group of TBI academic year 2020 based on Brown and Levinson perspective
2. To describe how the students apply the strategies during the conversation in WhatsApp group based on Brown and Levinshon perspective

D. Research Significance

a. The English teacher

It is hoped that it can motivate teachers in the teaching and learning process by implementing this politeness strategy, so that communication between students and teachers is better by applying this politeness trait.

b. Student's English Department

Expected to be motivated to cultivate high politeness so that they become obedient student.

c. Next Politeness Researcher

It is hoped that this research can be used as a reference for future researchers if they take the title about politeness, especially by using Brown and Levinson's theory.

d. For IAIN Madura

This research is expected to be useful as additional literature and as an insight into IAIN MADURA libraries.

E. Definition Of Key Term

1. Politeness Strategy

Politeness is a rule or order that regulates how an individual should behave and behave in keeping with requirements which might be considered polite and in accordance with the tradition and customs of society. Politeness strategy is a method or approach used to reduce the damaging effects of self-image caused by face-threatening actions by speakers.

2. WhatsApp Communication

Communication is an activity that involves two or more people or a group of people who exchange opinions, stories or something that produces sound or interaction. This communication is done spontaneously from one person to another. WhatsApp is an instant messaging application designed for smartphones to make it easier for people to exchange news, stories or likes. WhatsApp communication is a conversation that is carried out indirectly, meaning not meeting but still being able to create a communication which is only found in the WhatsApp application.

3. Brown and Levinson

Penelope Brown and Stephen Levinson or better known as Brown and Levinson are politeness experts who have a theory that politeness is based on the concept of face. These experts use the term "face-saving view" by explaining that politeness is done to save the face of the speaker and interlocutor which consists of positive and negative.

F. Previous Study

Previous studies are the results of previous research which are used as material for analysis based on a theoretical framework that was built as a differentiator from the research that has been done.¹²

The first study by Herri Mulyono, Debby Rizki Amalia, Gunawan Suryoputro. *Politeness Strategies in Teacher-Students WhatsApp Communication*, 2019.¹³

The similarity of this research with the title that the researcher is currently studying is that they both examine politeness strategies between students and teachers through the WhatsApp application, but in this study not only students are objects but teachers are also the same object as students, where the findings of analytic research also reveal significant differences between teacher and student politeness strategies. This study also uses theory from Brown and Levinson which is the same as the research conducted by this researcher.

The difference between this research and the title that the researcher is studying this time is that this research uses two methods, namely qualitative and quantitative methods, where the use of qualitative methods is used to search for and discuss the contents of WhatsApp messages, while quantitative is used to analyse WhatsApp message findings using statistical analysis. In the title that the researcher will examine this time only uses one method, namely the qualitative method. The difference between the research

¹² Tim Penyusun Pedoman Penulisan Karya Tulis Ilmiah, *Pedoman Penulisan Karya Tulis Ilmiah, Edisi Revisi*, (Pamekasan: IAIN MADURA, 2020), 38.

¹³ Herri Mulyono, Debby Rizki Amalia, and Gunawan Suryoputro, "Politeness Strategies in Teacher-Student WhatsApp Communication," n.d.

and the title of the researcher is also found in the place of research and the time of research.

The second study by Junita, *The Use of Politeness Strategies in WhatsApp Discussions About Sensitive Topics*, 2020.¹⁴

The similarity of this journal with the title of the researcher is the same as examining politeness strategies from Brown and Levinson's perspective and using WhatsApp grub for analysis of these strategies. However, this journal places more emphasis on sensitive topics, where there is gender equality for men and women, meaning that women can also show their aggressive side in communicating (speaking) with men or the same sex. The journal also uses qualitative methods, where the author wants to explain his findings very systematically.

The difference between the journal and the title of the research that the researcher will examine this time is the subject taken, where the writer examines men and women who are members of the WhatsApp group, the difference in this research is that this research analyses politeness in teacher and student chats while the journal does not discuss the same thing, but one goal.

The third study by Farida and Dian Yuliana, *politeness strategies in WhatsApp text messaging between Sundanese students and lecturers*.¹⁵

¹⁴ Junita Junita, "The Use of Politeness Strategies in Whatsapp Discussions about Sensitive Topics," *Journal of English Language and Culture* 11, no. 1 (August 8, 2022), <https://doi.org/10.30813/jelc.v11i1.2340>.

¹⁵ Farida Farida and Dian Yuliana, "Politeness Strategies in WhatsApp Text Messaging Between Sundanese Students and Lecturers" (Second Conference on Language, Literature, Education, and Culture (ICOLLITE 2018), Atlantis Press, 2019), 172–75, <https://doi.org/10.2991/icollite-18.2019.37>.

This study has similarities with the title being studied by the researcher this time, that is, they both discuss the politeness that is carried out in messages in WhatsApp that are sent by students to their teachers. In this study the focus was on the strategies used to analysed politeness according to Brown and Levinson's perspective, and in the end, it was found that the messages were in accordance with the strategies used. The study revealed that the students used the four politeness strategies proposed by Brown and Levinson namely negative, positive, off-record, and bald on-record with negative strategy as the dominant strategy (67.23%), followed by positive (30.25%), off-record (1.68%) and bald-on record (0.84%) strategies. But these findings indicate that students are aware of an asymmetric power relationship with lecturers.

The difference between this study and the title that the researcher is studying is that there is a place and time of the research, where the research was held in Bandung, to be precise, with six students majoring in Sundanese at a university in Bandung. The time for carrying out the research is also not the same, where the research will be carried out in 2019 while the title that will be examined by researchers is now in 2023.

G. Literature Of Review

A literature review is a written summary of journal articles, books, and other documents that shows the state of past and current information about the

research topic being studied.¹⁶ There are three main point from this research, they are politeness, communication, and WhatsApp.

1. Politeness

a) *Definition of Politeness*

Politeness generally consists of culturally approved normative or expected and extralinguistic linguistic strategies to be interactionally appropriate for a given situation.¹⁷ According to Brown and Levinson said that politeness is shown prototypically in conversation and other types of face-to-face exchange, and other approaches to discourse analysis, using different types of text (especially narrative).¹⁸ While Alan Cruse said that this politeness means maintaining harmony and fluency social relationships in the face of the need to deliver disparaging messages.¹⁹ Of course, the nature of reality, social, psychological, and physical is limiting the scope of politeness because every human being has various traits or personalities that are different from other people, therefore this politeness must be used to overcome problems that will arise from every communication that is made. There is also an opinion from Geoffrey Leech, he said that politeness is a good thing and politeness can also be interpreted as a child who learns manners.

¹⁶ John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, (University of Nebraska-Lincoln: Pearson Education, 2012) fourth edition, 80.

¹⁷ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 480

¹⁸ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 41

¹⁹ Alan Cruse, *Meaning in Language: An Introduction to Semantics and Pragmatics*, (University of Manchester: Oxford University Press), 362

Geoffrey Leech also adds that there are different degrees of politeness and impolite behavior, so basically in every situation politeness and impoliteness will arise.²⁰

Based on the explanation above, politeness is a communication system that is used to maintain harmony and smooth relations between one individual to another based on cultural aspects that must be maintained and preserved, to create good and correct communication.

As the author explained earlier, the theory of politeness by Brown and Levinson focuses on face rules. The politeness theory is used to avoid speech acts that threaten face or are called face-threatening acts (FTA), so that the speakers will be considered good if they use politeness in their communication process.

The face theory is divided into 2, namely positive face and negative face. Positive face is an action where native speakers will communicate or act in a good and polite way so that it can be said that speakers use politeness theory in their communication process. For example, "can I borrow your pen?" This question is a positive face because basically native speakers will ask first when they want to do or use something that certainly does not belong to that speaker. In this statement a positive face can be threatened when the speaker or speech partner does not care about the feelings, desires or what the other person wants. Negative face is a speech act that is free to do something and free from coercion, so this negative face does not emphasize the interlocutor

²⁰ Geoffrey Leech, *The Pragmatics of Politeness*, (New York: Oxford University Press, 2014), 4

to respond to native speakers. Negative face is threatened when the speaker does not prevent the interlocutor from acting that threatens face. This results in losses for both the speaker and the interlocutor and one of the participants is forced to impose his will on others. Freedom of choice and action is hampered when a negative face is threatened. The point is that speakers and interlocutors can use positive politeness and negative politeness, according to the needs of the positive and negative faces of each person, so that speakers and interlocutors are not forced to communicate whether they must use positive or negative faces. From this description it can be said that face and politeness have an important relationship

a. *Face*

One of the most influential in studying politeness is the facial theory of the politeness theory of Penelope Brown and Stephen Levinson. According to Brown and Levinson said that face is the public self-image that every member wants to claim for himself.²¹ Face means self-image or image from someone in public. Self-image is a thing emotional and has a social impression that everyone wants other people mutual respect or respect each other's self-image.²² In this part, face divided into 2 namely, positive face and negative face.

Positive face is an approach based on its 'anointing' the recipient's face by showing that in some way aspects of what they want

²¹ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 61

²² Adrian Kurniawan Zahar, "Strategi Kesopanan dalam Tindak Tutur Tak Langsung pada Film Harry Potter and the Deathly Hallows," *Students e-Journal* 1, no. 1 (2012): 7.

to achieve.²³ Positive Face means one's desire to be valued and accepted by others, for example in dress, when someone wears certain clothes and asks people's opinions. On the other hand, he wants the person to be happy to see him wearing that outfit even want the person to praise him.²⁴

Negative face politeness strategies to accommodate one's desire not to be disturbed or one's freedom to be violated.²⁵ Negative Face means a desire from someone to not be disturbed by others, to be able to stand alone and have freedom of action, for example at a meeting, as the leader believes that his decision is the best thing and he is not wanting the decision to be refuted by others.²⁶

b. *Face-Threatening Acts (FTAs)*

Face-Threatening Acts (FTAs) is a speech act such as a request or command that can threaten a person's positive and or negative face.²⁷ In this part the speaker uses it to save face from the interlocutor, meaning when the speaker performs a speech act that threaten the self-image of others it will be called face-threatening acts (FTAs). Here the politeness strategy is important to use, because if you do not use this strategy, it will make the speaker's face feel embarrassed.

²³ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 70

²⁴ Zahar, "Strategi Kesopanan dalam Tindak Tutur Tak Langsung pada Film Harry Potter and the Deathly Hallows," 7.

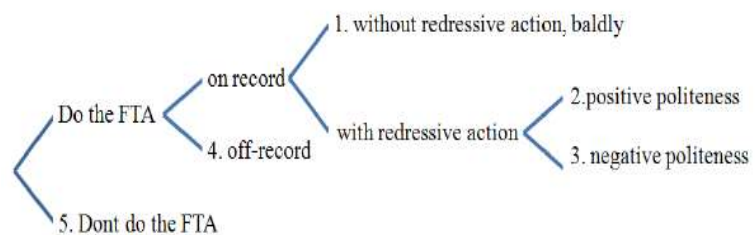
²⁵ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 704

²⁶ Zahar, "Strategi Kesopanan dalam Tindak Tutur Tak Langsung pada Film Harry Potter and the Deathly Hallows," 7.

²⁷ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

2. Brown and Levinson Theory of Politeness Strategy

According to Brown and Levinson, the theory of politeness divided into 4, namely bald on record, positive politeness, negative politeness, and off record.



1) Bald on Record

Bald on record is a politeness theory that does not require a politeness strategy.²⁸ The main reason for using bald-on-record can be stated simply, in general, whenever S (speaker) wants to perform FTA with maximum efficiency than he wants to satisfy H (hearer) face, even to a certain degree, he will choose bald-on-record strategy.²⁹ Based on this opinion, it can be concluded that in use in this strategy, the speaker's desire to maximize the efficiency of the speech act under any circumstances outweighs the speaker's desire to respect speaker's self-image. For the

²⁸²⁸ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

²⁹ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 95

example: “Give me a pan,”³⁰ from this example it can be concluded that this example is spontaneous speech and the main speaker does not think about and does not use an approach to be able to communicate with the other person. Because basically this strategy uses direct speech acts, the writer will not discuss it further.

From the explanation above there are sub-strategies from bald-on record itself, namely:

1. Use an imperative form. Close the door!
2. Showing disagreement (criticism): I disagree with you
3. Giving suggestion: *I suggest you to wear a thick jacket*
4. Requesting: Could you take a message, please?
5. Warning or threatening: this restaurant will close in 5 minutes, please come out before the restaurant closes!

From the explanation above, the author chose to use point 1 (use an imperative form) for analysis using WA chat obtained by the author from students' WhatsApp chat in semester 6 of 2020/2021 academic year.

2) Positive Politeness

Positive politeness is oriented towards the desire for a positive face, that is, in using positive politeness, a speaker tries to show that he likes his interlocutor.³¹ According to Brown and

³⁰ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

³¹ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

Levinson said that positive politeness is compensation directed at the positive face of the recipient, the enduring desire it desires (or the resulting actions/acquisitions/values of them) should be considered desirable.³² In another hand, Alan Cruse argue that positive politeness emphasizes the positive status of the listener.³³ Then Géraldine Bengsch said that Positive politeness is directed at the positive face of the listener, means that the speaker makes sure to treat the listener as a in-group members who ensure that FTAs are not understood as negative evaluation of the listener's face.³⁴

There are sub-strategies about the positive politeness itself:

1. Notice, attend to H (Hearer) (his interest, wants, needs, goods)
2. Exaggerate (interest, approval, sympathy with H)
3. Intensify interest to H
4. Use in-group identity markers
5. Seek agreement
6. Avoid disagreement
7. Presuppose/raise/asserts common ground
8. Joke

³² Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 101

³³ Alan Cruse, *Meaning in Language: An Introduction to Semantics and Pragmatics*, (University of Manchester: Oxford University Press), 362

³⁴ Géraldine Bengsch, "The Influence of Culture on the Perception of Politeness: An Investigation of Front-Line Staff at a Mid-Priced Hotel Chain in New Zealand," 2010, 15, <https://www.researchbank.ac.nz/handle/10652/1448>.

9. Assert or presuppose S's knowledge of and concern for H's wants
10. Offer, promise
11. Be optimistic
12. Include both S and H in the activity
13. Give (or ask for) reasons
14. Assume or assert reciprocity
15. Give gifts to H (goods, sympathy, understanding, cooperation)

Positive-politeness utterance is used as a positive politeness technique which is not only for FTA redress, but in general as a kind of social accelerator, where S, in using it, shows that he wants to 'get close' to H.

From the explanation above, the author chose to use point 5 (Seek Agreement), point 9 Assert or presuppose S's knowledge of and concern for H's wants, point 13 Give (or ask for) reason, and point 15 (give gifts to H (goods, sympathy, understanding, cooperation)) for analysis using WhatsApp chat which the author obtained from students' WhatsApp chat in the 6th semester of 2020/2021 academic year.

3) Negative Politeness

Negative politeness is a remedial action aimed at the negative face of the other person his desire to have unhindered

freedom of action and unhindered attention.³⁵ There are another opinion that negative politeness negative politeness leads to the listener's desire to be left alone, with negative politeness strategies expressing the speaker's restraint and avoiding coercion on the listener.³⁶ According to Géraldine Bengsch negative politeness strategies are directed at the listener's negative face.³⁷

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

1. Question, hedge
2. Be indirect
3. Minimize the scale applied to the audience
4. Be pessimistic
5. Apologize
6. Give deference
7. Impersonalize of speakers and listeners
8. Nominalize:
9. Go on record as incurring a debt, or as not indebting hearer
10. State the FTA's general rule
11. Give (or ask for) a reason
12. Be optimistic

³⁵ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 129

³⁶ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

³⁷ Bengsch, "The Influence of Culture on the Perception of Politeness," 58.

13. Assume or assert reciprocity
14. Giving gifts to hearer (sympathy, kindness, cooperation, and understanding)
15. Tell jokes

From the explanation above, the author chose to use point 6 (Give deference) and point 3 (Minimize the scale applied to the audience) for analysis using WhatsApp chat which the author obtained from students' WhatsApp chat in the 6th semester of 2020/2021 academic year.

4) Of record

Off record strategies generally consist of indirect speech acts that avoid explicit or assertive imposition on the listener.³⁸ Off record means that there is more than one expression intended for unspecified attention, so that the speaker cannot remain in that situation.³⁹ Off-record speech can be used to avoid committing to an action unrelated to facing a problem.⁴⁰

From the explanation above, there are sub-strategy for off record itself, they are:

1. Give hints : motives for doing A
: conditions for A

³⁸ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 482

³⁹ Raudhatil Jannah and Abd Ghofur, "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," *PANYONARA: Journal of English Education* 4, no. 2 (September 29, 2022): 165, <https://doi.org/10.19105/panyonara.v4i2.6147>.

⁴⁰ Brown and Levinson. *Politeness Some Universals in Languages Usage*. (London: Cambridge University Press, 1987), 22

2. Give association clues
3. Presuppose
4. Understate
5. Overstate
6. Use tautologies
7. Use contradictions
8. Be ironic
9. Use metaphors
10. Use rhetorical question
11. Be ambiguous
12. Be vague
13. Over-generalize
14. Displace H
15. Be incomplete, use ellipsis

From the explanation above, the author chose to use point 3 (Presuppose) and point 10 (Use rhetorical question) for analysis using WhatsApp chat which the author obtained from students' WhatsApp chat in the 6th semester of 2020/2021 academic year. years

3. Communication

a. Definition of Communicate

Communication is basically a social affair.⁴¹ Communication is an action in which a person or speaker conveys a symbol or something that contains meaning or significance.⁴² Communication is a process between one person to another or to the community exchanging opinions, exchanging stories and so on which results in sound or action. Communication science is a multidisciplinary branch of social science.⁴³ From some of these explanations it can be concluded that communication is a process in which a person or speaker conveys something that has meaning or significance.

Communication is divided into 2 namely verbal and nonverbal communication. Verbal is communication that is done using spoken language in the form of words, while nonverbal communication is communication that uses body movements or shows certain attitudes, for example smiling, shaking head, and shrugging.

The importance of communication for humans cannot be denied because basically communication is needed in every aspect of life, because to be able to understand or create good relationships between one individual and another, of course this communication is needed. This communication can be in the form of negative or positive communication according to what the speaker conveys and

⁴¹ Niklas Luhmann (1992). What is communication? *Communication theory*, 2(3), <https://doi.org/10.1111/j.1468-2885.1992.tb00042.x>, 3

⁴² Adhis Ubaidillah, "Konsep Dasar Komunikasi Untuk Kehidupan," *AL IBTIDA': Jurnal Program Studi Pendidikan Guru Madrasah Ibtidaiyah* 4, no. 2 (December 31, 2016): 31.

⁴³ Sasa Djuarsa Sendjaja, "Memahami Teori Komunikasi: Pendekatan, Pengertian, Kerangka Analisis, dan Perspektif," n.d., 1.

according to what the listener understands. If both have a positive side to each other than communication can be positive, or vice versa. The principle of politeness in communication can be actualized either as absolute politeness or relative politeness.⁴⁴ For this reason, speakers need a way to communicate properly and correctly.

b. The Speech Communication Chain

The communication chain is a communication process indicating where the communication begins, consisting of information sources, transmitters, signals, receivers, and destinations.⁴⁵ By making a communication chain it can make it easier for speakers to learn and understand step by step what must be done when communicating, from this it allows speakers to be able to communicate well with listeners or interlocutors. This is the communication chain:

⁴⁴ Marina Ryabova, "Politeness Strategy in Everyday Communication," *Procedia - Social and Behavioral Sciences* 206 (October 2015): 93, <https://doi.org/10.1016/j.sbspro.2015.10.033>.

⁴⁵ Hope C. Dawson, Michael Phelan, *Language Files: Material for an Introduction to Language and Linguistics* (Columbus: The Ohio State University Press, 2016), 8



The chain of speech communication⁴⁶

This illustration shows that there are several steps that must be taken for an idea to be passed from one person to another. First, think of what you want to communicate. At this stage, not only what language, or style of speech to use, but the speaker must also think about what ideas should be conveyed to the recipient. For the second to third steps these are very related steps, for the speaker if he has done the first step of course he has found an idea that will be communicated to the listener or recipient, for that if you already have an idea then the idea must be put into words that have the meaning you want the speaker conveys to the listener in the style of speech according to what the speaker wants. of the first four steps

⁴⁶ Ibid.

already represent the "source of information" in the communication system. Step number 5 is a transmitter, in this step, the speaker uses physical expression of the idea of the message he wants to convey to the listener. Step 6 is the step where the speaker communicates and the sound produced by the speaker flows through the air to the listener. In this 7th step listener, the listener reacts as a recipient of the sound that the speaker gives, where at this stage the listener will digest and think about the idea that has been conveyed by the speaker. Then in step 8, in this step the listener must understand and solve an idea that has been conveyed or communicated by the speaker to the listener himself and the listener will describe it himself in their nervous system. Finally, step 9 is the culmination of communication, where the listener has accepted the idea being communicated.

1. WhatsApp

1. Definition of WhatsApp

WhatsApp (WA) is one of the most famous social media used by Indonesian society.⁴⁷ WhatsApp is a social media application that can be installed on a smartphone that functions as a communication tool.⁴⁸ WhatsApp is a social media that is now

⁴⁷ Napratilora, Lisa, and Bangsawan, "Using WhatsApp as a Learning Media in Teaching Reading," 116.

⁴⁸ Edi Suryadi, Muhammad Hidayat Ginanjar, and Muhamad Priyatna, "PENGUNAAN SOSIAL MEDIA WHATSAPP PENGARUHNYA TERHADAP DISIPLIN BELAJAR PESERTA DIDIK PADA MATA PELAJARAN PENDIDIKAN AGAMA ISLAM (Studi Kasus Di SMK Analisis Kimia YKPI Bogor)," *Edukasi Islami: Jurnal Pendidikan Islam* 7, no. 01 (April 16, 2018): 5, <https://doi.org/10.30868/ei.v7i01.211>.

widely used as conveying messages both by individuals and groups as well as for social interests.⁴⁹ It can be concluded that WhatsApp is a social media application that functions to exchange messages which are currently widely used by the public.

The emergence of social media WhatsApp is one piece of evidence development of technology and communication which should be welcomed positively. WhatsApp is very useful for today's society and students, so that it can make it easier for people and students to exchange news or the like. This application has several features that are very useful for its users, including sending pictures, videos, audio, documents and currently WhatsApp has also launched a new feature, namely the polling feature. On WhatsApp it is also possible to communicate in groups without having to send the same message to different users by creating a group on WhatsApp. On this WhatsApp group, a maximum of 256 members.⁵⁰

At first glance, the WhatsApp application is the same as SMS, but SMS only uses credit, while WhatsApp users are only required to have a quota, not credit. SMS is also limited in its use, where SMS can only chat, users can send photos too but it does not

⁴⁹ Abdul Masri Purba, "WHATSAPP GRUP SEBAGAI MEDIA KOMUNIKASI KULIAH ON LINE DENGAN E-LEARNING DI MASA PANDEMI COVID 19," *Jurnal SOMASI (Sosial Humaniora Komunikasi)* 2, no. 2 (December 10, 2021): 3.

⁵⁰ Napratilora, Lisa, and Bangsawan, "Using WhatsApp as a Learning Media in Teaching Reading," 117.

allow users to send photos if you use this SMS because you will be billed a lot.

To use WhatsApp, users only need to register using the mobile number that is used or which is still active. WhatsApp registration does not need any cost, but only uses a quota to access WhatsApp, because basically WhatsApp only needs a quota. Apart from being easy to use, WhatsApp also has several other advantages such as if the cellphone is in sleep state, WhatsApp will still receive messages if the quota is still available and in the on position. When doing other activities and making it difficult for the user to type the message he wants to convey to other users, WhatsApp can be used to send audio from the recording of the user who wants to send the message, the easy way is just to drag the microphone icon on and the sound recording has started. WhatsApp can also be used on a laptop by downloading the application or using the web, the web is commonly called the WhatsApp web, where using the WhatsApp web is also very easy that is just by scanning the WhatsApp barcode on your cellphone, it will automatically enter WhatsApp. It is very likely that users will continue to use the WhatsApp application as a means of communication between individuals, both far and close to the main user, because apart from being easy to use it is also efficient in saving time and costs compared to sending letters in post.

2. Advantages of WhatsApp

- a. How to use it is easy
- b. The telephone number is automatically synchronized
- c. Can back up chat / chat
- d. Using an internet connection
- e. Can cancel sending messages that have already been sent
- f. Personal information can be hidden

3. Disadvantages of WhatsApp

- a. Wasteful quota
- b. Using a very strong internet connection
- c. Can only be used when the smartphone engine is on
- d. WhatsApp web cannot voice call
- e. Wasteful battery