



## **ANALISIS STRATEGI KESOPANAN YANG DIGUNAKAN DALAM PIDATONYA ANIES BASWEDAN DI METRO TV "GAGASAN UNTUK INDONESIA LEBIH BAIK"**

## **AN ANALYSIS OF POLITENESS STRATEGIES USED BY ANIES BASWEDAN'S SPEECH ON METRO TV "GAGASAN UNTUK INDONESIA LEBIH BAIK"**

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### **ABSTRACT**

*Politeness strategies are ways that used by someone to convey her/his utterances politely. This study applied a qualitative descriptive approach. This study aims to examine the politeness strategies used by Anies Baswedan on Metro Tv. The source of data of this study was obtained from youtube. The collected data is assessed using Brown and Levinson's (1987). Politeness Strategies theory to find out the types of politeness strategy and its sub-strategies. After analyzing the data, the researchers concluded that there are four types of politeness strategies found in the speech on Metro Tv with the titel "Gagasan Untuk Indonesia Lebih Baik"*

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## **INTRODUCTION**

The concept of systems of language generally relates to the fundamental purpose of speech, which is communication (Clark & Clark, 1977). When speaking, a speaker has to understand and learn the agreement that is embedded in a language. This is reasonable since every dialect has its own set of rules or agreements that govern the implementation of each system that distinguishes the language from other languages. This rule applies to rules about the structure of sounds (phonology), rules about word creation (morphology), rules about vocabularies or meanings of words systems (lexicon and semantics), rules about sentence formation (syntax), and rules about the proper use of a language in a certain social context (pragmatics).

People can interact with one another in our daily lives by using language. Language is used to communicate. Furthermore, language is a tool for conveying a message, an idea, a feeling, or a notion. In the social realm, communicating one's point of view must be clear in order to be well received. Good communication occurs when both the speaker and the hearer understand the meaning. Furthermore, language is crucial throughout human life. Nihayati (2018) argues that language is a tool of communication for humans in their daily activities. When speaking or interacting with other people, one of the most important things to remember is to be polite. Politeness was not only for one part of society, but also for everyone in.

All circumstances who utilize language as a tool in daily discussion to have positive social interactions with other people in their life. Holtgraves, as cited in Aryani (2017) states that politeness is a theoretical construct used to describe the relationship between language use and social situation. In addition, individuals should think about the language as well as the context. It is critical to understand politeness skills in order to treat others well, have a smooth conversation, and avoid being impolite.

With respect to appropriate actions in communication, According to Austin (1962, it has at least three distinct degrees of "action" that support speech. This expert specifies three types of acts: (1) how the act states something (locutionary act), (2) what is done when declaring it (illocutionary act), and (3) what is done while saying it (perlocutionary deed). Furthermore, Searle (1976) defines the term speech action to refer to illocutionary activities, or the use of spoken language in societies. Representatives, directions, commissives, expressives, and declarations are the five types of speech acts classified by Searle.

Speech as a text is a sign system that reflects certain attitudes, beliefs, and values (Noermanzah et al., 2017; Sulityaningtyas et al., 2014). Every message in speech has two levels of meaning, namely the meaning explicitly stated on the surface and the meaning implicitly stated behind the speech (Asmara, 2016; Luhukay, 2007). Governor Anies Baswedan's speech at national-scale forums is interesting to observe and study. One of the interesting speeches to discuss in depth from a rhetorical and pragmatic perspective is Governor Anies Baswedan's speech at the "Ideas for a Better Indonesia" Forum on Metro Tv, on May 7, 2023.

Research on rhetorical practices in speech has been conducted by Asmara, R., & Kusumaningrum, W. R. (2020). The purpose of this research is to describe President Joko Widodo's or Jokowi's positive politeness technique in his speech in the context of international diplomacy. According to the findings of this study, President Jokowi employs thirteen positive politeness substrategies developed by Brown and Levinson in his speeches in the context of foreign diplomacy, namely (1) paying attention to listeners' preferences, desires, and needs, (2) exaggerating attention, approval, and sympathy for listeners, (3) intensifying listeners' attention by dramatizing events or facts, and (4) using group identity markers (greeting forms, dialect, jargon, or slang), (5) seek agreement on a similar issue or repeat part or all of a speech, (6) avoid dispute by claiming to agree, pseudo agreement, white-lies, and hedging opinions, (7) employ small talk and presuppositions, (8) use jokes, (9) make offers or promises, (10) exhibit optimism, (11) involve speakers and listeners in activities, (12) ask questions or seek explanations, and (13) give listeners presents (goods, sympathy, attention, collaboration).

## RESEARCH METHODOLOGY

### Research Design

This research is qualitative research with a descriptive approach. This research method is related to the researcher's view of existing data in the field. The results obtained are pure data based on data seen in the object of research. According to Sudaryanto (2015), a qualitative descriptive method is a type of inquiry that results in a descriptive text of phenomena. He also claimed that the goal of the qualitative descriptive method is to be more specific in comprehending the research participants' points of view.

This study discussed the positive politeness methods used in Anies Baswedan's speech. The researcher examined the positive politeness strategies employed during the speech. Furthermore, this study took a pragmatic strategy to completing this investigation.

### Object of the Research

One of the most significant aspects of conducting research is focusing on the research object. The object of the research that the researcher employed in this study is politeness tactics. The researcher employed expert theories to strengthen the data. The data source for this study is Anies Baswedan's speech on Metro Tv.

### Method of Collecting Data

To limit the amount of invalid data, the researcher employs a variety of data collection techniques. The researcher gathers data in some way. The steps taken by the researcher to collect data are as follows:

1. Choosing speech as the data source
2. Based on the speech, create a transcript.
3. Analyze is the data.

### Method of Analysing the Data

After the data has been collected by the researcher, the following stage is to analyze it. Furthermore, data analysis would be constrained to answering the formulation of the problem contained in the research study. The pragmatic identity technique is being used by the researcher in this study to assess the data. According to Sudaryanto (2015), a contextual identity techniques is a method with an external deciding tool that is not part of the language. The event or identity is the subject of the study in this situation, which is decided utilizing a high level of equivalence, harmony, compatibility, or likeness with the proper determinant as a benchmark. The researcher examined the data using the following steps:

1. First, After gathering the data, the researcher determined the answer to the first study question by merging and categorizing it based on the most common positive politeness approach kinds. Brown and Levinson's (1987) hypothesis was utilized to analyse the data.
2. Second, the researcher discovered the outcomes of Anies Baswedan's most frequently employed politeness strategies.

## RESULTS AND DISCUSSION

This chapter present the result and discussion of the research that analyzed by using Brown and Levinson (1987). Anies Baswedan's rhetorical strategy is classified based

on the positive civility strategy developed by Brown and Levinson (1987). Based on the results of the analysis, the results of this study show that the politeness of Anies Baswedan's language in the speech "Gagasan Untuk Indonesia Lebih Baik". So the result of this study is that there is a maxim of wisdom, a maxim of generosity, a maxim of appreciation, a maxim of moderation, a maxim of consensus, a maxim of sympathy. The maxim of wisdom is a maxim that in practice requires its speakers to be to maximize profits and minimize the losses of their speech partners. How to maximize the benefits of speech partners is done by Anies Baswedan. Anies Baswedan by promising something or saying something that can benefit speech partners. Anies Baswedan by using language politeness markers when saying sentences that mean imperatives. So that speech that means imperative can be more vague in imperative meaning.

The characteristics of adherence to the maxim of wisdom are, (a) using speech that is centered on others, (b) not using direct sentences for command sentences, but using question sentences or declarative sentences for command sentences, and (c) offering something that does not harm the speech partner.

Examples of utterances that contain the maxim of wisdom:

*"Saya ingin dalam kesempatan ini menengok ke depan dengan melihat perkembangan sejak awal bangsa ini terbentuk, Indonesia adalah masyarakat di nusantara yang pada tahun 1928 lokasinya di Jakarta memutuskan untuk menjadi satu bangsa memutuskan untuk menjadi satu tanah air dan satu bahasa persatuan sebuah keputusan besar untuk menjadi Indonesia di 1928 Itulah satu yang pertama menjadi satu bangsa dengan satu bahasa persatuan lalu kemudian kita berjalan 17 tahun".*

*"karena itu ke depan kita berbicara tentang melaksanakan janji kemerdekaan janji kemerdekaan ini ada kalimat terakhir dalam pembukaan undang-undang Dasar 45 yaitu menghadirkan keadilan sosial bagi seluruh rakyat Indonesia"*

*"inilah yang kita akan arah ke depan satu perekonomian satu kesemakmuran bukan kemakmuran tinggi di satu Kota dan rendah di wilayah lain bukan kemakmuran tinggi di satu pulau dan lemah di tempat lain kita ingin ketimpangan-ketimpangan seperti ini dibereskan untuk semuanya"*

*"Jakarta mereka sekarang ini semua menikmati listrik lengkap air bersih lengkap akses kesehatan lengkap akses pendidikan lengkap ini adalah komitmen kita bahwa berada dalam sebuah wilayah yang sama teritorial yang sama kita harus bisa satu kesemakmuran"*

*"Inilah yang harus dikembalikan inilah yang harus menjadi pegangan kita bahwa republik ini tidak didirikan dengan perhitungan ongkos untung dan rugi republik ini didirikan dengan janji untuk seluruh tumpah darah Indonesia".*

*"jadi kita berbicara tentang Indonesia ke depan berbicara tentang Indonesia yang satu ke semakmuran bukan Indonesia yang terpisahkan karena jejak kesejahteraan yang berbeda-beda prinsip yang kita dorong adalah pertumbuhan yang berkualitas bukan semata-mata pertumbuhan yang angkanya tinggi Pertumbuhan yang angkanya tinggi tapi tidak berkualitas tidak dirasakan oleh rakyat kebanyakan".*

*“ inilah yang kita ingin jangkau semuanya kemudian kita tahu negeri ini punya begitu banyak peluang dan pemerintah harus memastikan bahwa sumber daya yang diberikan oleh pemerintah untuk rakyatnya adalah sumber daya yang tepat kita menghadapi tantangan lingkungan hidup itu menjadi kenyataan bagi kita solusi menghadapi masalah lingkungan hidup”*

*“ Karena itulah Ketika kita melihat ke depan kita membayangkan bahwa pembangunan ke depan adalah pembangunan yang menjangkau semua bukan menjangkau sebagian”*

Context: This speech was spoken by Anies Baswedan when he delivered a speech themed "Gagasan Untuk Indonesia Lebih Baik" which was held on May 7, 2023. The event was attended by Mrs. Aliyah Rasyid Baswedan, Mr. Agus Harimurti Yudhoyono, all volunteers from all over the country, Mr. Ahmad Syaikhul, Mr. Ahmad Ali and leaders of political parties and all communities present. This sentence is a form of compliance with the principle of politeness in language, namely the maxim of wisdom. In sentence (1), the maxim of wisdom is marked by the meaning of speech which means prayer. In sentence (2), the maxim of wisdom is marked with the meaning of speech which means support. Words of support are considered to contain maxims of wisdom because they can maximize profits for activity implementers. In sentence (3), the maxim of wisdom is marked by the meaning of speech containing support and prayer. The speech was spoken by Anies Baswedan. (4), the maxim of his wisdom is marked by his speech which contains the meaning of hope.

## CONCLUSION

Based on the results of the study, it can be concluded as follows:

1. The language contained in Anies Baswedan's speech, has a polite politeness rating. This is because Anies Baswedan's speech contains polite language has been arranged in such a way that his politeness need not be doubted.
2. Factors that make a speech polite, namely; (a) The speaker is able to express his thoughts without offending his speech partner. (b) Speakers are able to be careful in the choice of words when speaking. (c) The speaker is able to be humble and not be arrogant when giving speeches. (d) Speakers are able to show feelings of appreciation for every work and service that has been done by their speech partners by saying thank you, giving appreciation directly, and praising the performance and performance results of their speech partners. (e) The speaker is able to choose a good word, so that every speech that contains the purpose of the order does not become a burden on his speech partner. (f) The speaker is able to choose a good word, so that every speech that contains the purpose of the order does not become a burden on his speech partner.
3. The principle of politeness in language that is most widely used in Anies Baswedan's speech is the maxim of wisdom.

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