

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Politeness is the reaction of someone to show his behaviour in relation to communicate for other people, because politeness is the attitude which is can not be separated to the social phenomena. Politeness arises from social interaction. It can not stand individually. However, the act of politeness is holding by individually as what Reiter (2000:3) said that politeness is thus a form of social interaction, a form that mediates between the individual and the social. The polite or impolite act is performed by an individual whose choices for the instrumentality of such an act are based upon collective norms and whose motivation in performing the act is that of structuring social interaction.

From this explanation is shown that politeness happened in social situation. That is why when someone is talking, the judgment then appeared is from the other people, not from his self because politeness is the phenomena of social function, so the tendency of politeness must be consider as behaviour should people think before they act. This is appropriate from what Sri Minda (2013: 3) said, because of linguistic politeness is formed from social setting, the realisation is acceptable in particularly to current practice people. Practice people are bureaucracy people, academics people, neighbourhood people, housewifery, the society people like regular social gathering, etc. because of the politeness

taking in particular people, the perception of politeness also can be different based on the practice situation.

From the explanation above, it can be generalized that the using of politeness will be different depending on the situation or particular culture of people to view of politeness as the expression should be spoken. We can not judge someone as impolite when they talked something is not acceptable for one culture because the differences of determining the politeness is vary for one particular culture to another. That is why the labelling of using politeness can be difficult because we need to know the background of the people who use it as the expression in communication.

Students as a part of academic people educated in formal setting education are not only given the cognitive learning but also given the attitude how they should interact and communicate with each other. They are expected through by their knowledge can be representative for other people in doing or talking something. The politeness that they have is depended on the situation that they received from their experiences. That is why the communication with whom they speak is affected to their way in communication. Besides their parents, the environment is also influenced the way for their communication, whether they are polite or impolite.

In their life the students always communicate with their teacher or lecture and whoever they meet in formal situation or not. For this, the politeness will be important in relation of communication between students and teacher, because the

politeness can be link to make the stability communication. Markus (2011) said the display of respect or deference in student teacher relationships is one example of awareness of face, based on the fact that a person who is a teacher will automatically have some authority and therefore social distance to a student. The student on the other hand, places the teacher in a certain position which demands some amount of authority. He said also that being politeness in social settings or displaying appropriate in different ways depending on our cultural backgrounds or the culture we happen to be in at the time may function as a concept of politeness. People who are modest, respectful, tactful etc., are often referred to as those who display politeness. We can display these characteristics in everyday situations, however, when we conduct a conversation or participate in different interactions; there are other more specific types of politeness involved.

Today, the value of politeness has been changed as while as the changed of the time. This is happened in the academic people where the students shift the way they speak to their lecture or teacher. As what the lecture of IAIN said that

“Mahasiswa sekarang bicaranya nggak kayak kami dulu. Dulu waktu kami mau ngomong sama dosen takut kali, sehingga kata-kata nya pun harus benar-benar dipilih, nggak asal ngomong”

(Today the students when they are talking is different from we are as the student. In the past time we were afraid to talk to our lecture, so then the choice of word is quite selected, not randomly). (22nd April, 2015)

One of the characteristic of Indonesian people is to be careful for whom they speak with. This is what Moffatt said (2012: 7) “To avoid being the cause of shame, Indonesian can be very careful with how they speak and interact”.

Furthermore, Silvia and Zuzanna said that Indonesians are indirect communicators. This means they do not always say what they mean. It is up to the listener to read between the lines or pay attention to gesture and body language to get the real message. Unfortunately, many students now in Indonesian country do not use indirect speech act to speak with the others. They sometime use direct speech act like what one of my student said to me “Pak jangan lupa ya, kita besok masuk jam setengah sembilan”. (Don’t forget sir, we will have class at 8.30 for tomorrow). This statement is categorized as direct speech act which is not suitable for Indonesia culture.

From this reality we can not conclude that the sources of mistaken are from the students itself, we have to consider the another aspects of the environment with whom they speak to find the deep reason why the shift of attitude is changed for the students, especially the way they speak which is showing the politeness or not. For this chance the writer wants to investigate and analyse what strategies is used for the staffs’ administration to communicate to the students. Are staffs’ administration used the politeness strategies to communicate for their students?

This research is important to be conducted to know how far the Islamic Education Department Staffs of State Islamic University North Sumatra use politeness strategies in formal education setting while they are talking to serve the students will affect the students communication to them and also for their environment. It is expected, from this research there will be the continued

research to investigate the role of parents to form the politeness of students, so the study of politeness find the deep answer to the problems of politeness that has been weak.

Why the study of politeness is important to be conducted? It is because the attitude of politeness has been changed. Many people now, not only students but the leaders of Indonesian country do not use the politeness strategies to speak which is not acceptable to hear. In TV we watched many of our leaders especially in DPR meeting as what Sri Minda (2013) showed in her research said the impolite statement. The writer is expected that this study can grow the spirit of politeness which has been weak for individualist that accentuate his or her self without respecting for another face by saying something is not acceptable for society.

The data that I found as a preliminary data to conduct the research is the conversation which is taken between student and his lecturer via telephone:

- Student : Pak, bapak dimana?
(Sir, where are you now?)
- Lecturer : Ini siapa?
(Who is calling?)
- Student : Saya mahasiswa Bapak, mau bimbingan skripsi.
(I'm your student wanted to ask your advice for my skripsi)
- Lecturer : (mematikan handphone)
(turning off the cellular)
- (2nd March, 2015)

In the dialog above, the ignoring response of lecture is the impact of the student utterance to do not respect of calling for someone who has not same level.

The student is supposing that his utterance is acceptable for him to speak with his

friend or his family which is insulting the lecture who do not know that the caller is his student. The students should be careful to speak especially via telephone like introduce his self before he says what he meant is and then the conflict can be avoided.

This situation is also happen in office communication while the students always give the poor attitude when they speak to his staffs. However, the staffs always respond the positive attitude to the students as they know their function as customer service for the students. In this reason the researcher wants to investigate the politeness strategies used by administration staffs toward his students in academic communication which is taken place in Islamic Education Department of UIN SU by the title: **“Politeness Strategies Used by Islamic Education Department Staff of State Islamic University North Sumatra”**

1.2 The Problems of the Study

The problems of the study are formulated as in the following.

1. What kinds of politeness strategies are used by the Islamic Education Department Staffs of State Islamic University North Sumatra?
2. How are the politeness strategies pragmatically used by the Islamic Education Department Staffs of State Islamic University North Sumatra?
3. Why do the Islamic Education Department Staffs of State Islamic University North Sumatra use politeness strategies the way they do?

1.3 The Objectives of the Study

In relation to the problems of the study, the objectives of the study are.

1. To describe kinds of politeness strategies are used by the Islamic Education Department Staffs of State Islamic University North Sumatra,
2. To investigate realisations of politeness strategies are used by the Islamic Education Department Staff of State Islamic University North Sumatra, and
3. To reason for the reasons of the politeness strategies use by the Islamic Education Department Staff of State Islamic University North Sumatra.

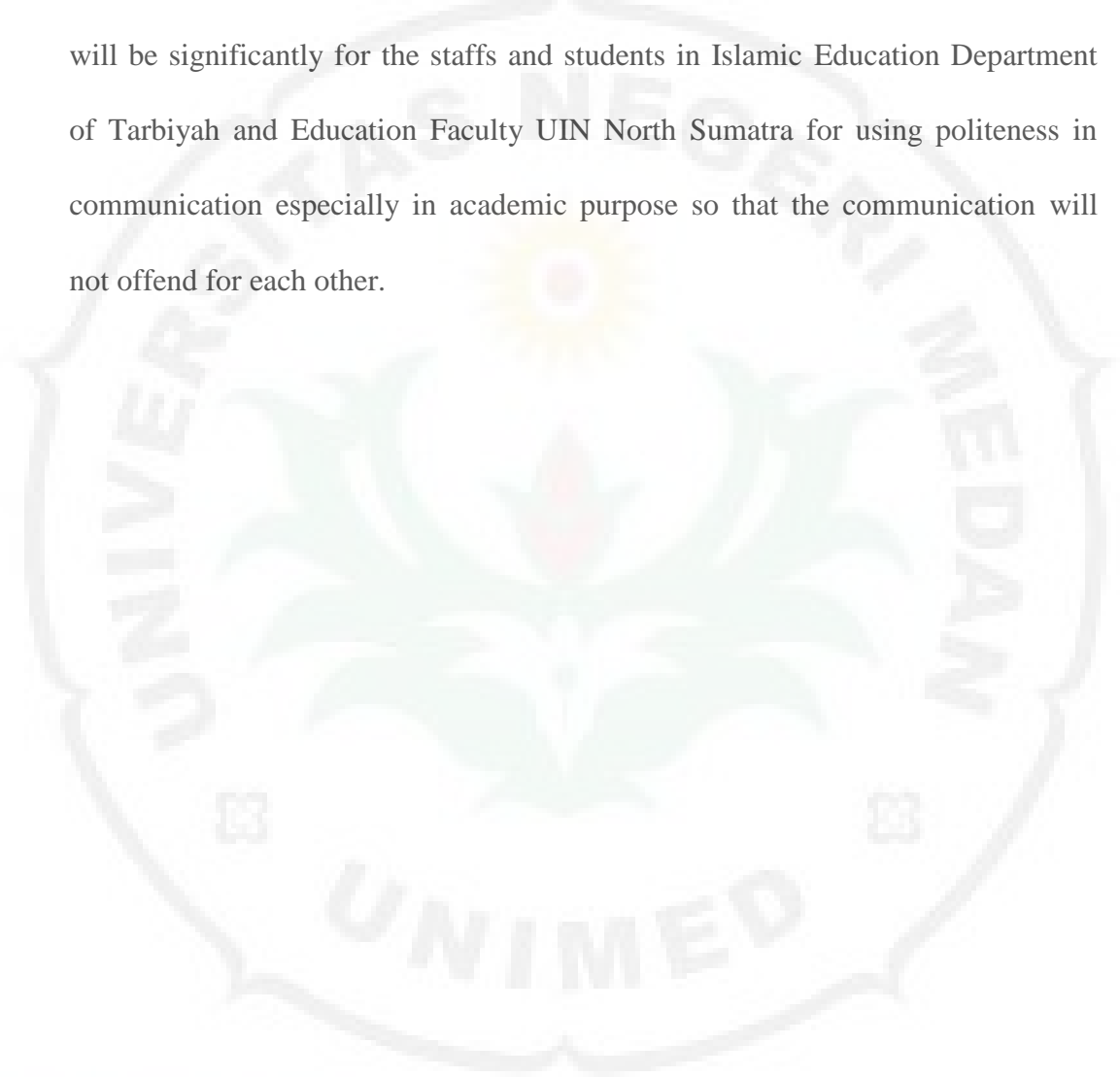
1.4 The Scope of the Study

This study attempts to investigate the politeness strategies used by the Islamic Education Department Staff of State Islamic University North Sumatra, especially the utterance of communication uttered by the Islamic Education Department staffs toward the students in academic people of Tarbiyah and Education Faculty UIN SU. The main aspects to be observed are the politeness strategies of administration staffs in uttering request or announcement to the students.

1.5 The Significance of the Study

Findings of this study are expected to be significantly relevant to the theoretical and practical aspects. Theoretically, the research findings are expected

to develop the theories of linguistic politeness strategies. Practically, this study will be significantly for the staffs and students in Islamic Education Department of Tarbiyah and Education Faculty UIN North Sumatra for using politeness in communication especially in academic purpose so that the communication will not offend for each other.



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