

## TABLE OF CONTENTS

<b>ABSTRACT.....</b>	i
<b>ACKNOWLEDGEMENT.....</b>	ii
<b>TABLE OF CONTENTS.....</b>	iv
<b>LIST OF TABLE.....</b>	vi
<b>LIST OF APPENDICES.....</b>	vii
<b>I. INTRODUCTION</b>	
A. The Background of Study.....	1
B. The Problems of Study .....	4
C. The Scope of Study.....	4
D. The Objectives of the Study .....	4
E. The Significances of Study.....	5
<b>II. REVIEW OF LITERATURE</b>	
A. Politeness .....	6
1. Politeness Strategies According to Leech.....	6
2. Politeness Strategies According to Robin Lakoff.....	7
3. Politeness Strategies According to Brown and Levinson.....	8
a. Bald On Record.....	8
b. Off Record.....	9
c. Positive Politeness.....	11
d. Negative Politeness.....	14
B. Toba Batak.....	16
1. The Attitude and Daily Activity of Toba Batak.....	16
2. The Addressee Term in Toba Batak.....	17
3. Metaphorical Expressions in Batak Toba.....	20

### **III. RESEARCH METHOD**

A. The Research Design.....	23
B. The Subject of Research.....	23
C. The Technique of Collecting Data .....	24
D. The Technique of Analyzing Data .....	24

### **IV. DATA AND DATA ANALYSIS**

A. Data.....	25
B. Data Analysis.....	25
1. Politeness Strategies Used by Toba Batak Sellers.....	26
a. Bald on record.....	26
b. Off record.....	26
c. Positive Politeness.....	28
d. Negative Politeness.....	31
2. The Types of Politeness Strategies Used by Toba Batak Sellers.....	33
3. The Dominant Type of Politeness Strategies Used by Toba Batak Sellers.....	35
4. The Roles of Politeness to Toba Batak.....	36
5. The Implication of Politeness Strategies to Toba Batak.....	37
6. The Findings.....	38

### **V. CONCLUSIONS AND SUGGESTIONS**

A. Conclusion.....	39
B. Suggestion.....	40

### **REFERENCES.....**

### **APPENDIX A.....**

### **APPENDIX B.....**

### **APPENDIX C.....**