

Negative Politeness Used In *Cempaka Lounge* At Domestic Departure *Ngurah Rai* Airport

I Gede Arya Wisnu Karsana

Non Regular English Department Faculty of Letters and Cultures Udayana
University

Abstrak

Study tentang politeness bertujuan untuk mengetahui negative politeness strategy dan faktor sosial yang mempengaruhi negative politeness tersebut yang diterapkan oleh karyawan Cempaka Lounge. Data dalam study ini diperoleh melalui observasi dan mencatat percakapan untuk mengetahui situasi di Cempaka Lounge. Lalu dianalisa menggunakan metode kuantitatif dan deskriptif. Data yang telah diperoleh kemudian diteliti berdasarkan teori Negativ politeness dari Brown dan Levinson (1978:131-211) dan di analisa oleh Holmes (1992) dikombinasikan dengan teori Brown dan Levinson (1987) untuk menjelaskan sosial faktor yang mempengaruhi negative politeness. Berdasarkan hasil analisi ditemukan bahwa negative politeness strategi yang di terapkan oleh karyawan adalah Strategy 1 (Be Conventional Indirect), Strategy 2 (Question, Hedge), Strategy 3 (Be Pessimistic), Strategy 4 (Minimize the Imposition), Strategy 5 (Give Deference), Strategy 6 (Apologize). Dan faktor sosial yang mempengaruhi karyawan menerapkan negativ politeness adalah participant, setting dan topik.

Kata Kunci : Negative Politeness, Karyawan, Pelanggan.

1. Background.

Politeness makes people feel comfortable in explaining the purpose of a communication, that is, why we do need to examine more about politeness. Politeness can make people trust each other, people usually communicate their ideas through conversations.

According to Holmes (1992:268), a polite person make others feel comfortable. Holmes stated that being polite is a complicated business in any language. Politeness is a very important principle in language use. It may be defined as taking account of the feelings of others. Holmes also stated that there are two different types of politeness , they are Positive and Negative politeness.

According to Brown and Levinson (1978:75), negative politeness is redressive action oriented mainly toward partially satisfying (redressing) H's (Hearer) negative face : his basic want to have his freedom of action unhindered or in other words ; to maintain claims of territory and self determination. Negative face is the desire to remain autonomous so the speaker is more apt to include an out for the listener, through distancing styles like apologies. Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer.

2. Problem of the Study.

The problems of this study are :

- 1) What types of negative politeness strategies are used by Staff members in *Cempaka Lounge* ?
- 2) What social factors affecting negative politeness used by Staff members in *Cempaka Lounge* , *Ngurah Rai* airport ?

3. Aims of the Study.

The aims of this study are:

- 1) To find out types of negative politeness strategies used by Staff members in *Cempaka Lounge* , *Ngurah Rai* airport.
- 2) To find out social factors affecting negative politeness used by Staff members in *Cempaka Lounge* , *Ngurah Rai* airport.

4. Research Method.

The data source of this study was taken from *Cempaka Lounge* at Domestic Departure *Ngurah Rai* Airport. The data were collected by making observation and note taking of conversation to know about the context of situation in *Cempaka Lounge*. It was analyzed by using quantitative and descriptive method. The data collected were investigated based on negative politeness strategy proposed by Brown and Levinson (1978:131-211). Then they were analyzed according to the theory proposed by Holmes (1992) to describe the social factors affecting negative politeness.

5. Analysis.

Negative politeness is usually used to show that speaker cares about and respects the negative face of interlocutors. Unlike positive politeness which functions to minimize social distance, negative politeness is used to indicate that the speaker is aware and respect the social distance between him or her and the hearer.

Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. These strategies presume that the speaker will be imposing on the listener and there is a higher potential for awkwardness or embarrassment than in bald on record strategies and positive politeness strategies. Negative face is the desire to remain autonomous so the speaker is more apt to include an out for the listener, through distancing styles like apologies.

There are ten strategies of negative politeness proposed by Brown and Levinson (1978) ; Strategy 1: Be conventionally indirect, Strategy 2: Question, hedge, Strategy 3: Be pessimistic, Strategy 4: Minimize the imposition, Strategy 5: Give deference, Strategy 6: Apologize, Strategy 7: Impersonalize S and H, Strategy 8: State the FTA as a general rule, Strategy 9: Nominalize, Strategy 10: Go on record as incurring a debt, or as not indebting H

Based on the analysis of negative politeness proposed by Brown and Levinson (1978) The types of negative politeness strategies used by The Staff members in *Cempaka Lounge* are summarized in the following table:

NEGATIVE POLITENESS STRATEGY	OCCURENCE	PERCENTAGE
STRATEGY 1	1	6,4 %
STRATEGY 2	4	27 %
STRATEGY 3	2	13,3 %
STRATEGY 4	3	20 %
STRATEGY 5	2	13,3 %
STRATEGY 6	3	20 %

Holmes (1992) stated that some social factors such as participant, setting and topic related to the users of language. Holmes (2001:8) also stated that Social

status depends on a number of factors such as social rank, wealth, age, gender and so on. In their theory, Brown and Levinson (1987: 74 – 84), there are three most common factors affecting the politeness of an utterance such as Social distance, Power and Rank of Position. This research uses combination of social factors mentioned by Brown and Levinson (1987: 74 – 84) and Holmes (1992). The social factors are participant, setting and topic.

6. Conclusion.

Politeness is best expressed as the practical application of good manners or etiquette. Politeness makes people feel comfortable in explaining the purpose of a communication, that is, why we do need to examine more about politeness. Negative politeness is a strategy that seeks to minimize the threat to the hearer's face. In this analysis, there are two major discussions, the type of negative politeness and the social factors that affect negative politeness. From the data classification, negative politeness strategies are applied by the staff members based on negative politeness strategies including Strategy 1 (Be Conventional Indirect), Strategy 2 (Question, Hedge), Strategy 3 (Be Pessimistic), Strategy 4 (Minimize the Imposition), Strategy 5 (Give Deference), Strategy 6 (Apologize). The social factors that affecting negative politeness used by The staff members are participant, setting and topic.

The reason of the negative politeness strategies in Cempaka Lounge can be : 1. The staff members could not speak other language with the foreigners who are coming from the countries whose native language is not English. The tourists in Bali were not only coming from the countries whose native language is English, but also they were coming from the countries whose their native language is not English, for example: Japan, Italy, Germany, etc. 2. The staff members misunderstood about what the foreigners said, because the foreigners used idiom words or technical words. Negative Politeness strategy was mostly used by The

Staff Members in *Cempaka Lounge* was Strategy 2 (Question, Hedge) while the least strategy used was Strategy 1 (Be Conventional Indirect).

Finally the politeness strategy has become first priority. Because when the customers feel satisfied, they will visit the Lounge, and they will get more respect when the staff members use polite sentences. As a result the company will get benefit from this situation.

7. Bibliography.

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