

Politeness Strategies Used in the Conversation between the Students of Finance and Banking Department in Murni Sadar Polytechnic Pematangsiantar

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Abstract: *This research attempted to find out the types of politeness strategies and identifying the most dominant type of politeness strategy used by students in conversation with their friends. In this study the researcher analyzed the portrayed of utterances of the politeness strategies toward four politeness strategies, namely bald on record strategy, positive politeness strategy, negative politeness strategy and off record strategy. Moreover the researcher uses descriptive qualitative method by collecting the selected dialog which was used in politeness strategies. After collecting the data, the researcher analyzed each dialog based on descriptive analysis technique which was supported by Brown and Levinson's Theory of politeness. After analyzing this conversation, the researcher found that the students used politeness strategies among other things: Bald on Record, Positive Politeness, Negative Politeness and Off Record. Bald on Record Strategy included imperative and clear explanation in urgent condition. Positive Politeness is noticing, attending to the hearer and Exaggerating (interest, approval, sympathy). Negative politeness is minimizing the imposition. While Off Record is giving hints to the Hearer. The researcher also found the most dominant types used by students in conversation with friends namely Positive Politeness and Negative Politeness. This study could lead other researcher to conduct research of politeness strategy in other conversation of students. It also could lead the lecturers and the students to make a good interaction by applying the politeness strategy in the classroom so that they can maintain a good communication one another.*

Keywords: *Conversation, politeness, strategy*

I. INTRODUCTION

Language is very important in communication. One must know how to conduct his speech well in order to make the conversation run smoothly. It is not easy to do this, but there is language strategy that can be applied to fulfill the purposes, namely the "politeness strategy". Human, as social being, tend to communicate one another since they need one another. To do so, a certain language is required as a means of communication in their society. Language itself can be defined as "essentially a set of items, such entities as sounds, words, grammatical structure and so on. By this language, people try to manage to live together by using such concepts as "identity, power, class, status, solidarity, accommodation, face, gender, politeness, etc". (Wardaugh, 10). In case of communication, the language used may depend on the situation.

The politeness was not only for one group society, but also it was for everyone in all conditions to use language as their tools in daily conversation in order to make a good social interaction with other people in their life. Thomas (1995: 150) stated that "politeness was a real-

world goal (politeness interpreted as a real desire to be pleasant to others or as the Underlying motivation for an individual's linguistic behavior)". Using politeness made listeners could give a good response to speaker's question or request. The reality indicated that some people were not aware of their attitudes when they were doing or saying something. When someone talked to his/her friends, family or someone else, he/she did not think about the choice of words and the way that he/she would use during the conversation.

The theory of politeness strategy is one of the topics discussed in pragmatics. According to Brown and Levinson, politeness strategies are developed in order to save the hearers' "face". Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually people try to avoid embarrassing the other person, or making them feel uncomfortable. Face threatening acts (FTA'S) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA'S.

Politeness is an important subject matter in a communication. Politeness is behaving in a way that attempts to take into account the feelings of the people being addressed. In this case, the speakers try to avoid embarrassing other person, or making him uncomfortable. Being polite is trying to determine what the appropriate things to say to someone else are and what ones is not (Holmes, 199 5:296-297). Thus politeness refers to the situation where we respect the others to whom speak. It is truly significant in our daily communication in order to make a good relationship with our society.

In this research, the researcher considered that it was important to analyze the politeness strategies used by students in conversation with friends. There were some reasons of the researcher to choose the politeness strategies used in the conversation between the Students of Finance and Banking Department in Murni Sadar Polytechnic Pematangsiantar. As the media in this research, there were many politeness strategies in students' conversation with their friends. The researcher did the research based on one theory. It was based on Brown and Levinson's theory in which politeness was the utterances of the speaker's intention to mitigate face treats carried by certain face treating acts toward another.

II. THEORETICAL REVIEW

2.1 The Definition of Politeness

Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees. First formulated in 1978 by Penelope Brown and Stephen Levinson, politeness theory has since expanded academia's perception of politeness. Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003:6). The goal of politeness is to make all of the parties relaxed and comfortable with one another, these culturally defined standards at times may be manipulated to inflict shame on a designated party. Being polite therefore consists of attempting to save face another.

There are some techniques to show politeness:

1. Expressing uncertainty and ambiguity through hedging and indirectness
2. Polite lying
3. Use of euphemism(which make use of ambiguity as well as connotation)

4. Preferring tag questions to direct statements, such as “You were at the store, weren’t you?”
 - 1) Modal tags request information of which the speaker is uncertain, “You didn’t go to the store yet, did you?”
 - 2) Affective tags indicate concern for the listener. “You haven’t been here long, have you?”
 - 3) Softeners reduce the force of what would be a brusque demand. “hand me that thing, could you?”
 - 4) Facilitative tags invite the addressee to comment on the request being made, “You can do that, can’t you?”

2.2 Face and Face Threatening Acts

Brown and Levinson (1978:61) define face as the public self-image that every member wants to claim for himself, consisting in two related aspects: (a) negative face: the basic claim to territories, personal preserves, right to non distraction –i.e. to freedom of action and freedom from imposition. (b) Positive face: the positive consistent self-image of personality (crucially including the desire that this self image be appreciated and approved of) claimed by interact ants.

According to Brown and Levinson, positive and negative face exists universally in human culture, and naturally there are utterances which can threat the face called face threatening Acts (FTA). A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other.

2.2.1 Positive Face Threatening Acts

Positive face is threatened when the speaker or addressee does not care about their interlocutor’s feelings, wants, or does not want what the other wants. Positive face threatening acts can also cause damage to the speaker or the addressee. When an individual is forced to be separated from others so that their well being is treated less importantly, positive face is threatened.

2.2.2 Negative Face Threatening Acts

Negative face is threatened when an individual does not avoid or intend to avoid the obstruction of their interlocutor’s freedom of action. It can cause damage to either the speaker or the addressee, and makes the one of the interlocutors submit their will to the other. Freedom of choice and action are impeded when negative face is threatened.

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Brown and Levinson (1987:66) explain that some acts could threaten both positive and negative face at times, as follow; “note that there is an overlap in this classification of FTA, because some FTA’s intrinsically threaten both negative and positive face (e.g. complaints, interruptions, threats, strong expressions of emotion, requests for personal information).”

2.3 Brown and Levinson’s Politeness Strategy

Politeness strategies are used to formulate messages in order to save the addressee’s face when face-threatening acts are inevitable or desired. Brown and Levinson outline for main types of politeness strategies:

1. Bald on-record
2. Negative politeness
3. Positive politeness
4. Off-record (indirect).

2.3.1 Bald On-Record Strategy

Bald on-record strategies usually do not attempt to minimize the threat to the addressee’s face, although there are ways that bald on-record politeness can be used in trying to minimize FTA’s implicitly. Doing an act badly, without redress, involves doing it in the most direct, clear, unambiguous, and concise way possible. Normally, an FTA will be done in this way only if the speaker does not fear retribution from the addressee, for example, in circumstances where (a) S and H both tacitly agree that the relevance of face demands may be suspended in the interests of urgency of efficiency; (b) where the danger to H’s face is very small, as in offers, requests, suggestions that are clearly in H’s interest and do not require great sacrifices of S (e.g. “come in” or “do sit down”); and (c) where S is vastly superior in power to H, or can enlist audience support to destroy H’s face without losing his own. Often using such a strategy will shock or embarrass the addressee, and so this strategy is most often utilized in situations where the speaker has a close relationship with the audience, such as family or close friends. Brown and Levinson outline various cases, in which one might use the bald on-record strategy, including:

Instances in which threat minimizing does not occur

1. Great urgency or desperation
Watch out
2. Speaking as if great efficiency is necessary
Hear me out...
3. Task-oriented
Pass me the hammer.
4. Little or no desire to maintain someone’s face
Don’t forget to clean the blinds!
5. Doing the FTA is in the interest of the addressee
Your headlights are on!

Instances in which the threat is minimized implicitly

1. Welcomes
Come in.
2. Offers

Leave it, I'll up later
Eat!

2.3.2 Positive Politeness Strategy

Positive politeness strategies seek to minimize the threat to addressee's positive face. They are used to make the addressee feel good about himself, his interests or possessions, and are most usually used in situations where the audience knows each other fairly well. In addition to hedging and attempts to avoid conflict, some strategies of positive politeness include statements of friendship, solidarity, compliments, and the following examples from Brown and Levinson:

1. Strategy 1: Notice, attend to H (his interests, wants, needs, goods)
You look sad. Can I do anything?
Goodness you cut your hair. By the way I came to borrow some flour
2. Strategy 2: Exaggerate (interest, approval, sympathy with H)
What a fantastic garden you have
That's a nice haircut you got; where did you get it?
3. Strategy 3: Intensify interest to H
You know see what I mean?
4. Strategy 4: Use in-group identity makers
Hey, mate, can you lend me a dollar?
Help me with this bag, will you son?
5. Strategy 5: Seek agreement
A: I had a flat tire on the way home
B: oh God, a flat tire!
6. Strategy 6: Avoid disagreement
Yes, it's rather long; not short certainly.
Yes, yes she is small, not really small but certainly not very big
7. Strategy 7: Presuppose/ raise/ assert common ground
A: oh, this cut hurts awfully, Mum
B: yes dear, it hurts terribly, I know
8. Strategy 8: Joke
Ok if I tackle those cookies now?
9. Strategy 9: Assert of presuppose S's knowledge of and concern for H's wants
Look, I know you can't bear parties, but this one will really be good. Do come!
10. Strategy 10: offer, promise
I'll drop sometime next week
If you wash the dishes, I'll vacuum the floor
11. Strategy 11: Be optimistic
You will lend me your lawnmower for the weekend. I hope
I'll just come along, if you don't mind
12. Strategy 12: Include both S and h in the activity
If we help each other, I guess, we'll both sink or swim in this course give us break
13. Strategy 13: Give (of ask for) reasons

- Why do not lend me your cottage for the weekend?
Why I don't help you with that suitcase?
14. Strategy 14: Assume or assert reciprocity
I'll lend you my novel if you lend me your article
15. Strategy 15: give gifts to H (goods, sympathy, understanding, cooperation)
Please let me know if there is anything I can do for you.

2.3.3 Negative Politeness Strategy

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.

Strategies and examples from Brown and Levinson include:

- 1.Strategy 1: be conventionally indirect
Can you shut the door please?
Would you know where oxford Street is?
- 2.Strategy 2: Question, hedge
Perhaps, he might have taken it, maybe
Do me a favor, will you?
- 3.Strategy 3: Be pessimistic
You couldn't find your way to lending me a thousand dollars, could you?
Could you jump over that five-foot fence?
- 4.Strategy 4: Minimize the imposition
I just want to ask you if I can borrow a single sheet of paper
It's not too much out of your way, just a couple of blocks
- 5.Strategy 5: Give deference
Excuse me sir, but would you mind if I close the window?
Mr. President if I thought you were trying to protect someone, I would have walked out.
- 6.Strategy 6: Apologize
I'm sorry; it is a lot to ask, but can you lend me a thousand dollars?
I hope this isn't going to bother you very much, but can you give this package to Mr. Smith?
- 7.Strategy 7: Impersonalize S and h
It is expected that you send this letter today
I would go and see the dean if I were you
- 8.Strategy 8: State the FTA as a general rule
Passengers will please refrain from flushing toilets on the train
international regulations require that the fuselage be sprayed with DDT
- 9.Strategy 9: Nominalize
Spitting will not tolerated
Your good performance on the examinations impressed us favorably.

10. Strategy 10: Go on record as incurring a debt, or as not incurring H
I'll never be able to repay you if you lend me a thousand dollars today
I'd be eternally grateful to you if you would tell me the truth.

2.3.4 Off-Record Indirect Strategy

The final politeness strategy outlined by Brown and Levinson is the indirect strategy. This strategy uses indirect language and removes the speaker from the potential to be imposing. For example, a speaker using the indirect strategy might merely say "wow, it's getting cold in here" insinuating that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so. Other examples of this strategy are:

1. Give hints
Damn, I'm out of cash, I forgot to go to the bank today
2. Be vague:
Perhaps someone should have been more responsible
3. Be sarcastic, or joking:
Yeah, he's a real rocket scientist

Paul Grice (1975:45) argues that all conversationalists are relational who are primarily interested in the efficient conveying of messages. Brown and Levinson use this argument in their politeness theory by saying that rational agents will choose the same politeness strategy as any other would under the same circumstances to try to mitigate face. They show the available range of verbal politeness strategies to redress loss of face. FTA's have the ability to mutually threaten face; therefore rational agents seek to avoid FTAs or will try to use certain strategies to minimize the threat.

Speaker (S) will height:

1. The want to communicate the content of the FTA in question
2. The want to be efficient or urgent
3. The want to maintain H's face to any degree

In most circumstances where 3 are greater than 2, S will want to minimize the FTA. The greater potential for loss of face requires greater repressive action. If the potential for loss of face is too great, the speaker may make the decision to abandon the FTA completely and say nothing.

The number next to each strategy corresponds to the danger-level of the particular FTA. The more dangerous the particular FTA is, the more S will tend to use a higher numbered strategy.

1. No repressive action
Bald on-Record-leaves no way for H to minimize the FTA
2. Positive repressive action
S satisfies a wide range of H's desires not necessarily related to the FTA
 - 1) Shows interest in H
 - 2) Claims common ground with H
 - 3) Seeks agreement
 - 4) Gives sympathy
3. Negative repressive action
S satisfies H's desires to be unimpeded- the want that is directly challenged by the FTA

- 1) Be conventionally indirect
- 2) Minimize imposition in H
- 3) Beg forgiveness
- 4) Give deference
This implies that the matter is important enough for S to disturb H
4. Off-Record
S has the opportunity to evade responsibility by claiming that H's interpretation of the utterance as a FTA is wrong
5. Don't do the FTA
Payoffs associated with each strategy
In deciding which strategy to use, the speaker runs through the individual payoffs of each strategy.

2.4 Conversation

2.4.1 Definition of Conversation

A conversation is an exchange of information between two speakers. The two speakers should know the rules of interaction starting from the opening up to the closing of the conversation. One speaker may start by greeting another speaker and then they will continue to talk about a topic. During the conversation, they may interrupt each other or take turns in giving and sharing the information. The topic can change from one kind to another depending on the needs of the speakers to have the purpose (Tanen, 1984:5).

The speaker should have strategies for sustaining the conversation. The grammar of the language is not enough to make the conversation run well. The speaker must have a kind of general knowledge about the various topics so that they can give, share and exchange the information in the conversation.

The spoken language is of course more complex than the written language. In a conversation, the two speakers should use their time effectively to achieve the goal of communication to serve the communicative functions.

2.4.2 Kind of Conversation

Conversation happens in any situation in daily life, it is the way for people to communicate with others, but every conversation has the differences context based on the people who are involved in there. There are three kinds of conversation according to Elisabeth (2003:66-76) the way human communicate is done through:

1. Face- to face Conversation

Sometimes conversation just happens. Face- to face conversation happens when someone comes over to one person and starts to have conversation. Then, the two of them plunges into a familiar discussion of recent activities, families, favorite band or plans to be done. It seems effortless, but that is a real situation that the persons are not prepared for the conversation.

2. Phone conversation

Phone conversation becomes the commonly conversation in global now. We are not only can conversation in long distance areas, but also different places and time. In phone conversation, no cues from facial expression and body language and possibility of less of privacy also the risk of disturbing others with the sound of the phone ringing. When we use phone conversation we need to be considered of others to the phone.

3. Instant Messaging Conversation

Instant Messaging Conversation (IM) is just similar to phone conversation. The thing that distinguishes it from the former is that the message conveyed is quite short. For example, SMS (short message service) provide in the mobile phone. There is no expression can be shown and there are senders and receiver. They exchange information or message in researcher language that later can be replied by other.

From the text above, we can conclude that the conversation can be used in any situation and context in our daily life to communicate with others. The researcher uses the face- to face conversation in students' speaking with friend.

III. RESEARCH METHODOLOGY

In writing this research, the researcher conducted any field research though the research analyzes the use of language to express politeness strategy. Instead the researcher applied library research since all the data are in written form which were taken from the politeness strategies In the Conversation between the Students of Finance and Banking Department in Murni Sadar Polytechnic Pematangsiantar. In research method, the researcher used qualitative approach which proposed to find out the types strategies which consist of bald on records, positive politeness, and negative politeness and off record in conversation students with friends. The qualitative research is the research conducted to describe situations, events, or occurrences of the basic data. The final result of a descriptive qualitative study is to support or challenge the existing theory itself in the study of new phenomena.

The population of the research is the Students of Finance and Banking Department in Murni Sadar Polytechnic Pematangsiantar. In order to make this research efficient and practical, not all the students are investigated. In this case, the researcher selected 38 students namely Group A.

The instrument of this research is the researcher collected the data by videotape of the students' conversation using mobile phone. The data of this research is the students' conversation based on the politeness strategy in which the data was taken by videotape of the students' conversation. The researcher designed the technique of data analysis as followed classified the request form the dialogues of each character, classified politeness strategy from the transcript in to positive, negative, bald on record, off record based on the request form that found in the transcript before and drew a table of the conclusion.

There are three methods of collecting data, i.e. interview, observation, and analysis on written documents such as quotation, notes, memorandums, publications (1995:186). As the primary data analyzed in this research are quoted from the politeness strategies used by students in conversation with friends in Murni Sadar Polytechnic which was spoken form, the method of collecting data used by the researcher can be classified into the third method.

The data of this study will be collected by using documentary technique. As Given (2008) said in her book the data for qualitative research can be collected by recording. So the researcher will record the conversation of students. The techniques of collecting data will be done as the following:

1. Videotaped the students' conversation.
2. Listening to the conversation carefully to get the data needed.

3. Transcribing the conversation from the spoken data into written data.

The Technique of Analysis Data are as follows:

1. Identify the utterances of students' conversation
2. Bold the utterances of students' conversation deals to the politeness strategy
3. Classify the politeness strategy based on students' utterances
4. Count the politeness strategy used by the students
5. Conclude the types of politeness strategy as the most dominant that used.

IV. FINDINGS AND DISCUSSION

4.1 Findings

After analyzing the data, the researcher got some findings, they are:

1. 32 utterances use the types of politeness strategies which are collected from the students' conversation:
 - 1) Hello, Zahra! Good morning. Come in and sit down. (BORS)
 - 2) I wanted to go to the library. But I haven't got a library ticket; I have the important homework, so I need some reference book.(ORIS)
 - 3) I'd like a cup of tea without sugar, please. (BORS)
 - 4) I'd rather have a glass of pure water, if you don't mind. (NPS)
 - 5) Oh, you look sad. Can I do anything?(PPS)
 - 6) No thanks.(NPS)
 - 7) You look so panic, what is going on, can I help you? (PPS)
 - 8) Damn, I'm out of cash; I forget to go to the bank today.(ORIS)
 - 9) no thanks (NPS)
 - 10) You look beautiful. (PPS)
 - 11) Do you have a boyfriend?(ORIS)
 - 12) Well, a glass of water would be okay. (BORS)
 - 13) No, I can do it by myself (NPS)
 - 14) Hey friend, you look so bad. (PPS)
 - 15) I forgot friend, I want to write my homework. (ORIS)
 - 16) I have two pens; do you want to borrow my pen? But don't you lost it again (PPS)
 - 17) Our first meeting is next Monday. Could you meet with us at that time?(NPS)
 - 18) Do you want together with me with my motorcycle to the hospital (PPS)
 - 19) What can I do for you?(PPS)
 - 20) I feel coldness; can you shut the door please?(NPS)
 - 21) What are you doing here, why you swept the floor?(BORS)
 - 22) Leave I, I'll clean up later.(BORS)
 - 23) Yeah. I'm so stressful.(ORIS)
 - 24) My book is lose (ORIS)
 - 25) No, thanks. I think I just need a rest. (NPS)
 - 26) Oh, really? Is that okay? I would love to have some (NPS)
 - 27) Oh, thank you, Fatoni. Please, don't bother (ORIS)
 - 28) Oh, don't be so ravenous! You have just eaten many sweets. (BORS)

- 29) Hahaha. It's okay... its okay, guys. I really don't mind. Okay, wait a minute, I'll get the cake. (PPS)
- 30) What is going on? Can you tell me? (PPS)
- 31) Just a small misunderstanding with my boyfriend. (NPS)
- 32) Nothing, thank you. (NPS)
2. There were some strategies of the types of politeness strategies found in students' conversation, they are:
- 1) Bald on Record : Imperative
 - 2) Positive Politeness : Strategy 2 Exaggerate (interest, approval, sympathy with H); strategy 6 Avoid disagreement); strategy 10 Offer, Promise; Strategy 15 Give gifts to H (goods, sympathy, understanding).
 - 3) Negative Politeness : Strategy 1 Be conventionally indirect; Strategy 4 Minimize the imposition; strategy 7 Impersonalize S and H.
 - 4) Off Record : Strategy 1 Give hints.
3. Each types of politeness strategies has different frequency:
1. Bald on Record : 15,25%
 2. Positive Politeness : 28,25%
 3. Negative Politeness : 34,75%
 4. Off Record : 21,75%

The accumulation of politeness strategy used by students in conversation with friends

$$P = \frac{f}{n} \times 100\%$$

Note:

- P = The percentage of the dominant each types politeness strategy
 f = Frequency
 n = The total number of politeness strategies.

Table 4.1 Types of Politeness Strategy

No.	The Types of Politeness Strategy	F	N
1.	Bald on Record	5	15,25%
2.	Positive Politeness	9	28,25%
3.	Negative Politeness	11	34,75%
4.	Off Record	7	21,75%
Total		32	100%

4.2 Discussion

After finding the research, the researcher goes to the discussion of research findings. It is talked about the data would be being discussed after analyzing the types of politeness strategies from students in conversation with friends. There are 32 utterances use the types of politeness which are collected from the students in conversation with friends. The students use the fourth of politeness strategy namely, Bald on Record, Positive Politeness, Negative Politeness and Off Record.

Based on the analysis above, there are 5 dialogues that fit with the all maxims; they are data 1, 3, 13, 21, and 28. There are 9 dialogues that fit with Positive Politeness. They are data 5, 7, 10, 15, 17, 19, 22, 30 and 29. Data 5, 7, and 15 fits with the strategy 15 namely Give gifts to H (goods, sympathy and understanding); Data 10 fits with the strategy 2 namely Exaggerate (interest, approval, sympathy with H); Data 17, 19, and 22 fits with the strategy 10 namely Offer, Promise; Data 30 and 29 fits with the strategy 6 namely Avoid disagreement. There are 11 dialogues that fit with Negative Politeness. They are data 4, 6, 9, 12, 14, 18, 20, 26, 32, 25 and 31. Data 4, 6, 9, 12, 14, 25, 26, 31 and 32 fits with the strategy 4 namely Minimize the Imposition; Data 18 fits with the strategy 7 namely Impersonalize S and H; Data 20 fits with the strategy 1 namely Be Conventionally indirect. There are 7 dialogues Off Record. They are data 2, 8, 11, 16, 23, 24, and 27. Data 2, 8, 11, 16, 23, 24 and 27 fits with the strategy 1 namely give Hints.

V. CONCLUSION

After having analyzed all the data, the researcher described some conclusions from the students' conversation with friends, such as: the speaker and the hearer tried to make a good communication by using four elements of politeness strategies. There are some utterances that violated it which caused irrelevant meaning for required statement. The most dominant types of politeness strategy used by the students were Positive Politeness Strategy and Negative Politeness Strategy.

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