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Analysis of Language Politeness Between Students and Lecturers through *Whatsapp*

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Abstract

A relationship between students and lecturers requires communication, both on and off campus. This communication should remain within the boundaries of politeness values, however spoken in semi-formal situations. The existence of social media as a technological development also influences communication between students and lecturers. This research examines speaking styles and politeness values used by students in communicating with lecturers through WhatsApp. The aim of this research is to describe and analyze language politeness used by students when communicating with lecturers via WhatsApp, making descriptions and analyzing deviations from the principles of language politeness used by students when communicating with lecturers via WhatsApp. The data source for this research is a chat application WhatsApp. The research data is in the form of student speech which is used to communicate with lecturers via WhatsApp. This data is used to collect information so that it can be analyzed. Data collection techniques use observation methods, note-taking techniques and interviews. Data analysis was carried out using qualitative methods. Based on the analysis of research results, it was found that there were still many students' speech to lecturers via the WhatsApp application that did not meet politeness values. In this speech, there are still many deviations in politeness in the form of the use of slang, discussions outside the lecture context, impolite ways of expressing intentions, and inappropriate use of paralinguistic aspects.

Keywords: *speech, language, politeness*

Introduction

Language is a tool for communicating with one another. Without language a person will not be able to convey his intentions and objectives to the addressee. In conveying the aims and objectives, someone who will convey these intentions and objectives must pay attention to the politeness of the language he will use to the intended person. Language is a system or rather a group of systems (sound system, grammar system, meaning system) and variations in language use are often systematic (Thomas, Linda and Shan Wareing 2007:17).

This, of course, can also happen to students who sometimes cannot put the use of the language they express when communicating with lecturers. When someone communicates with someone who is older, one should use polite and polite sentences. Although the actual purpose to be conveyed is well-intentioned, if it is not packed with polite language, people who are older certainly feel less appreciated.

This research is related to pragmatic theory which is the only level in linguistics that studies language by taking into account its users. Based on the background above, in this study several problems will be formulated. These problems are: 1) What is the speech like in the conversation between students and lecturers through what's up social media?; and 2) To what extent does the speech fall under positive politeness and negative politeness? This research aims to; 1) Know what the statement looks like in a conversation between students and lecturers through what's up social media, and 2) Know the extent to which the speech is included in positive politeness and negative politeness.

According to Muslih (2007) that politeness is etiquette are rules, customs, or habits bounded in society. Politeness is a behavior rule determined and agreed by a particular society so that politeness is also a prerequisite agreed upon by social behavior. Therefore, politeness is usually called "manners". Muslih also explained that politeness can be seen from the daily interaction. Firstly, politeness shows an attitude or etiquette in everyday relationships. When people are said to be polite, then the etiquette values will apply and reflected in their image instantaneously and conventionally. Of course, the assessment in this long process perpetuates the value given to them.

Secondly, politeness is very contextual, it can be valid in a particular community, place, or situation, but it is not necessarily valid for other communities, places, or situations. The different situation can give the different politeness. Thirdly, politeness is bipolar. It means that they have two relations, such a relation between child and parents, young and old, men and women, teacher and students and more. Fourthly, politeness is reflected in how to dress (dress), how to do (act), and how to speak (speak).

Leech in Pratamanti (2017: 232) said that language politeness can be done in the way the speaker obeying the principle of language manners that apply in the community where the language is used. Leech (1993: 123-125) proposed three things related to language politeness. First is costbenefit scale. This scale refers to the size of the loss and profit caused by a speech act. The more detrimental the speech is to the speaker, the speech is considered increasingly polite and likewise. Second, optionality scale (this scale refers to many or least alternative choices delivered by speakers). Third is indirectness scale (this scale refers to direct or not an intention is stated. Speech is considered polite if delivered not directly). Fourth is authority scale (this scale refers to the relationship of social status between speakers and listeners). The last is social distance scale (this scale refers to the social relationship between speakers and speakers involved in discussion).

Since human know how to use language in speaking and writing, they needs medium to express the language what they want to convey to others. Then, the growth of communication technology increases human's needs, including the need of internet in their daily activity. Social media is the one of way in communication by using internet technology nowadays. The use of social media hits people in the world including in Indonesia as the big user of social media. It can be seen from the research UNESCO as reported by Hutabarat (2018) that 4 out of 10 Indonesians are active on social media such as Facebook which has 3.3 million users, then WhatsApp with 2.9 million users and others. It is the fact that social media has become a key part in everyday life.

Kotler and Keller (2009) in Rahardi (2017: 60) explain that social media is media used by consumers to share text, images, information, and video information both with other people and companies and vice versa. This opinion is also supported by Carr and Hayes's statement (2015) where social media is an internet-based media that allows

users the opportunity to interact and present themselves, both instantaneously and delayed, with a wide audience or not that drives the value of user-generated content and perceived interaction with other people. Social media is used productively by all areas of society, business, politics, media, advertising, police, and emergency services. Social media has become the key to provoking thought, dialog and actions around social issues.

The function of social media can be seen from the framework of honey comb. Keitzman (2011:243) stated that there are seven functions of social media. The clarification can be seen on; 1) Identity, social media represents the extent to the users in which they can reveal their identity such as name, age, profession, location etc. 2) Conversation, social media provides the extent to which users communicate with other users in a social media setting. 3) Sharing, social media provides the extent to which users exchange, distribute, and receive content. The term 'social' often means that exchanges between people are crucial. 4) Presence, social media gives the extent to which users can know if other users are more accessible. It includes knowing the location of other users, it is in the virtual world or real world, whether the other users available or not. 5) Relationship, social media build or rebuild a connection between other users. It provides possibility to lead them to join each other, sharing, socialize, meet up or having a new friend. 6) Reputation, social media offers the extent to which users can identify the standing of others, including themselves, in a social media setting. 7) Group, social media can make communities and sub communities.

As it has been discussed before, that whatsApp is the one of the most popular social media. It becomes popular social media because of many people are interested to use whatsApp than other applications. However, WhatsApp Business is a separate Android application that can be downloaded for free, and is designed specifically for small business owners. With this application, businesses can interact with customers easily using features to automate, sort, and respond to messages quickly. WhatsApp Messenger or WhatsApp only is a messaging application for smartphones with a basic similar to BlackBerry Messenger.

WhatsApp Messenger is a cross platform messaging application that allows users to exchange messages without SMS fees, because WhatsApp Messenger uses the same

internet data package for email, web browsing, and others. The WhatsApp Messenger application uses a 3G or WiFi connection for data communication. By using WhatsApp, we can chat online, share files, exchange photos and more.

Initially, WhatsApp was made for iPhone users, then along with its development, the WhatsApp application was also available for BlackBerry, Android, Windows Phone and Symbian Versions. The WhatsApp application can only work for fellow users who have the WhatsApp application. This WhatsApp application can be downloaded for free on its website. Some things to consider in using WhatsApp are connection stability WhatsApp relies on an internet connection via GPRS / EDGE / 3G or wifi network to run it. This WhatsApp application does not quit when there is no internet connection.

WhatsApp is created by Rian Anton and Jan Koum. The rise of WhatsApp is begun when both of them worked as Yahoo employees. Then, they decided to apply for the job in Facebook company. But this job did not give them opportunity to create WhatsApp. In 2009, Koum bought an iPhone. Koum thought that all of the industries will use their work based on cellular. He started to see a possibility to create one application that users can interact and connect to friends, family and colleges. Koum and Brian worked together and launched WhatsApp successfully.

Method

This research is a case study research, namely research that observes and studies the language used by students when sending messages via WhatsApp social media to lecturers. This research uses a qualitative approach method. This approach was used because the data collected was student speech in communicating with lecturers via WhatsApp social media. This qualitative research is descriptive in nature by explaining language politeness speech and the principles of language deviation of students in communicating with lecturers via WhatsApp social media.

In collecting data, observation methods, note-taking techniques, and interviews were used. To collect the data research use observation techniques and listening recording technique. Interviews are used to determine students' level of understanding

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of the use of language in communication via social media, especially WhatsApp. The note-taking technique was carried out on speech written by students in Pasuruan City in short messages on WhatsApp addressed to lecturers. The time and place of this research was conducted at UNU Pasuruan which has an in Warung Dowo Utara District, Pohjentrek, Pasuruan, East Java. The subjects of this research included students at Nahdlotul Ulama' University, semester 5 mathematics education program Class 21f – B and also lecturers in English Mathematics Program.

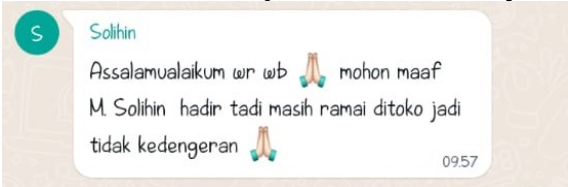
Discussion and Finding

This research is done in three steps. First of all, researchers collect data and information required as much as possible conformity with the research objectives is achieved. This research relates to language patterns used by students when sending message the lecturer via WhatsApp social media. The language style used by each students are different from each other and of course have different politeness values too. Here are some findings of this research.

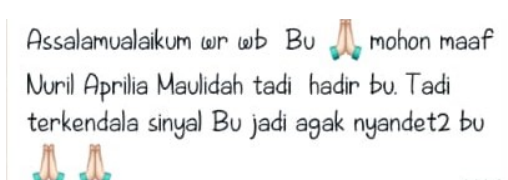
Language Style and Politeness Values in Student WhatsApp Addressed to Lecturers.

In everyday life, students often use slang. This is more or less caused by a social environment that is more familiar with slang than standard Indonesian Apart from that, teenagers' social patterns are synonymous with a relaxed style and are influenced by modern society. Students, who are in fact educated people, sometimes cannot differentiate. Standard Indonesian and slang are used due to their lack of understanding of the concept of standard Indonesian.

Data 1

Student	<p>: "Assalamualaikum wr.wb, I'm sorry, Ma'am. I was present but it s crowded at the shop, so I didn't hear you.</p> 
Lecturer	<p>: "Waalikumsalam wr wb. It's time for college, so you should start early."</p>

Data 2

Student	:	<p>"Assalamualaikum wr wb Ma'am, I am so sorry, I was there earlier, ma'am. There was a signal problem, Ma'am, so it was a bit slow, ma'am."</p> 
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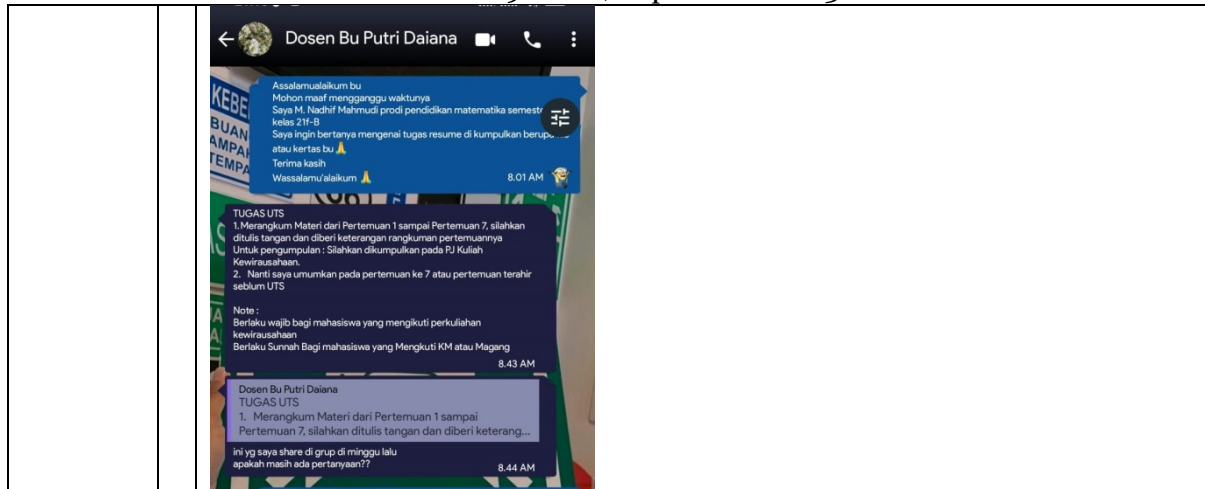
In this speech, the sender of the WhatsApp message used a choice of words that had a relaxed tone. The use of relaxed slang sentences is intended to give the impression of familiarity between the student and the lecturer. This reduces the value of language politeness because the students communicates with her lecturer whom she must respect.

Politeness Values through Diction

The choice of diction is the most important thing in speaking and messaging. The choice of diction creates the meaning of the speech and also influences the politeness value that is generated because basically the value of politeness in communication can be seen from the choice of words used. The diverse selection of diction can be seen in several utterances

Data 3

Student	:	Assalamualaikum ma'am. Sorry to disturb your time. I am one of your students Mathematics Education Study Program, from class 21f-B, in 5th semester. I would like to ask about resume assignments, should it be collected in file form or written form? That's all, thank you ma'am.
Lecturer	:	Walaikumsalam. In the assignment file, I have included a resume of material starting from chapters 1 to 7, please write it by hand.



This narrative shows politeness and respect from both parties in communicating. **Politeness Values through Greetings**

The greetings "Ma'am" and "Sir" are the greetings used by students to lecturers. This is in accordance with the principles of language politeness. The use of the greetings "Sir" or "Ma'am" is almost visible throughout the speech data. This is in accordance with the principles of language politeness, considering that the person being spoken to is the speaker's lecturer.

Data 4

Student	:	Assalamualaikum wr wb. Sorry ma'am, I want to remind you. That now there is a Pancasila Education course at 13.00. Thankyou, Ma'am.
Lecturer	:	Please remind me again later when it's the time.
Students	:	Alright, Ma'am

The speech in the data above uses the greeting "Ma'am" combined with polite diction

Deviations from the Principles of Politeness Speak in Student WhatsApp Addressed to Lecturers.

Based on research data, it is known that there are several politeness deviations in students' speech addressed to lecturers via WhatsApp. Deviations in politeness include the use of slang, discussions outside the lecture context, impolite ways of expressing intentions, and inappropriate use of paralinguistic aspects. Students tend to use slang because they are used to using it in everyday life. Research data shows that on average

students use slang, although in formal or non-formal language, there are also quite a few students who use the greeting "aku" to refer to themselves. The word "aku" is not a polite formal word to say to someone who is older or respected, especially in semi-formal or formal language. Speakers should use the word "saya" instead of "aku" to refine the meaning and add politeness.

The use of emoticon can be supportive the meaning of speech and strengthens the politeness value of language if used appropriately. Examples are the emotion of hands joining together or a polite smile. The lecturer will certainly understand better and feel more appreciated with this supporting emotion. However, on the other hand, if emoticon is not included in the right place, it seems trivial/impolite, and excessive, it will certainly damage the meaning and reduce the value of politeness.

Conclusion and Suggestion

Based on the results of the research it was concluded that the speech used by students at Nahdlotul Ulama' University, Semester 5 mathematics education program class 21f – B in communicating with lecturers via WhatsApp does not have good enough politeness values. The research results show that there are deviations in politeness in students' speech addressed to lecturers via WhatsApp. Deviations in politeness are in the form of the use of slang, impolite ways of expressing intentions, and inappropriate use of paralinguistic aspects. Students tend to use slang because they are used to using it in everyday life. The average student uses slang, whether in a variety of formal or non-formal languages.

Based on research findings on language politeness in students' WhatsApp messages addressed to lecturers, researchers suggest that students as speakers, as well as WhatsApp social media users, should fulfill politeness values when communicating with lecturers. Even though they use relaxed language and discuss something outside the lecture context, students should remain within the limits of politeness values expressed through word choice, how to express intentions, and the use of paralinguistic aspects.

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