

FORMS OF VIOLATION OF POLITENESS IN COMMUNICATING LOCAL POLITICAL FIGURES IN WEST SUMATRA

Ermanto¹, Agustina², and Emidar³

¹University Negeri Padang, Padang, Indonesia, ✉ ermanto@fbs.unp.ac.id

²University Negeri Padang, Padang, Indonesia

³University Negeri Padang, Padang, Indonesia

Abstract

Local political figures in West Sumatra are role models for people in areas such as communication performance. Communication politeness is important to be used by local and national political figures. In this regard, the research on the communication performance of local political figures both at the regional and national levels needs to be examined from aspects of politeness. The purpose of this study describes the form of violations of communication politeness in terms of the principles of courtesy and the principle of cooperation. This type of research is descriptive qualitative research to examine the forms of communication politeness violations of local political figures in West Sumatra in terms of the principles of courtesy and the principle of cooperation. The data of this research are oral speeches of local political figures in West Sumatra with the community in the form of oral sources. Data collection methods and techniques used in this study are methods of reading and recording techniques. Data recording is a speech recorded by local political figures contained in the youtube application online. Data analysis techniques are (1) data identification, (2) data classification, (3) data interpretation, and (4) conclusion. The research findings are as follows. First, there were four forms of violations of maxims in courtesy principles namely speech that violated the maxim of wisdom, violated the maxim of praise, violated the maxim of humility, violated the maxim of agreement. Secondly, three forms of violations were found in the principle of cooperation namely speech that violates the maxim of quality, violates the maxim of the relationship, and violates the maxim of the way.

Keywords: speech, violation, politeness, cooperation, local politics

Introduction

Local political figures and national political figures are role models for the community both at the regional and national levels. One of the activities of local political figures who will become role models is the performance of politeness communicating. In this regard, the research on the communication performance of local political figures both at the regional and national levels needs to be examined from aspects of politeness.

Research that has examined the performance of local government officials communicating in the provinces and districts in West Sumatra is a study conducted by Ermanto, Agustina, and Emidar (2017). The results of the study stated that the oral communication performance of local officials in West Sumatra was 72.5% utterance using a good sentence structure (according to the structure), 84% utterances used standard vocabulary. In addition, the study also found that politeness in communicating with state officials in provinces and regencies in West Sumatra which was examined from six maxims of politeness principle was 79% speech that obeyed the maxim of humility and agreement and a small part obeyed the maxim of wisdom, the maxim of praise, maxim of sympathy, and generosity maxim. The results of the study also show that a review of the four maxims of the principle of cooperation is 78% speech that adheres to the maxim of quantity, quality, and method and 8.7 utterances that violate the principle of cooperation.

In addition to that research, Alvionita, Ermanto & Agustina (2018) research also found that the performance of Indonesian regents' use of language in West Sumatra was 70% of utterances that used standard vocabulary. Likewise, the Maiyola, Ermanto & Agustina (2018) study found that the performance of the Mayor's language in West Sumatra was 94.2% of speech that obeyed the principle of politeness. In addition, Angrina, Ermanto & Emidar (2018) research also found that vocabulary usage performance in the

communication of the Governor and Deputy Governor of Sumatra is 76% of utterances that use the standard Indonesian vocabulary.

If examined further about the communication performance of national political figures in Indonesia, some research results can be explained below. Rengifurwarin (2014) presents the character of several presidents from his political communication, namely President Soekarno with charismatic characters that exude extraordinary influence and charm; President Soeharto with his military character; President of B.J. Habibie and President Abdurahman Wahid with charismatic rationalist characters; President Megawati Soekarno Putri with a democratic character; and President Susilo Bambang Yudhoyono with rational charismatic. In addition, Rengifurwarin (2014) also analyzed Prabowo Subianto's leadership style and compared it to Joko Widodo's leadership style. Asmara (2016, p.379--388) concludes that President Jokowi's linguistic strategy in instilling government ideology and manifesto was carried out by utilizing formal aspects of the text of his speech; in an effort to instill the ideology and manifesto of government, President Jokowi used a vocabulary and stylistic strategy that had maritime and work referents; strive to hold on to his leadership patron which is identical with *blusukan*, but is packed with more positive diction, namely *work*, *work* and *work*.

Communication politeness is important to be used by local and national political figures. Corry W (2009, p. 14-18) concluded that leaders should teach honesty in communication through message transparency. Sartini (2015, p.171—179) states that language has tremendous power for political and imaging purposes. Widyawari (2016, p.1—11) states that the speech delivered politely can facilitate the cultivation of ideology. Pusvita (2016, p. 861) states that maxims and imperatives show there is a balance of thought patterns and actions with speech.

Starting from the description above, this study examines the communication politeness of local political figures in West Sumatra. In particular, this study describes the form of violations of communication politeness in terms of the principles of courtesy (Leech, 1993, p.206-207) and the principle of cooperation (Grice in Leech, 1993, p. 11-12).

Method

This type of research is descriptive qualitative research. This type of qualitative research is considered appropriate to examine the form of violations of communication politeness of local political figures in West Sumatra in terms of manners and principles of cooperation. Subroto (1992, p.5) states that qualitative (research) methods are widely used to examine problems that include the humanities or humanities; linguistics or linguistics belongs to the humanities.

The data of this study are oral speeches of local political figures in West Sumatra with the community. Research data sources are oral sources, namely oral speeches, some West Sumatra officials were selected with certain criteria. The research informants are local political figures such as legislators and party leaders in West Sumatra. Data collection methods and techniques used in this study are methods of referring to basic techniques and advanced techniques (Sudaryanto, 1993, p.131-137). The basic technique used is using tapping techniques and the advanced techniques used are competent free-lance-listening techniques, and continued using recording techniques. Data recording is a speech recorded by local political figures contained in the youtube application online. Data from the results of the recording technique continued with is the note technique in the data table.

Data analysis techniques are (1) identification of data that determines speech that violates the principles of courtesy and the principle of cooperation, (2) data classification namely speech classification that violates the principle of courtesy (six maxims), and the principle of cooperation (four maxims), (3) the interpretation of the data that is doing the meaning of research data is related to the principle of manners and the principle of cooperation, (4) and the conclusion is to conclude the performance of oral speech of local political figures in accordance with the purpose of the study.

Findings and Discussion

Findings

First, research findings on the performance of the use of politeness principles in oral communication by local political figures in West Sumatra are described in Table 1 below.

Table 1 Findings of the Performance of the Use of Polite Principles in Local Political Figures in West Sumatra in Communicating with the Community

Number	Aspect	Amount of Data	Percentage
1	Speeches that Comply with the Principles of politeness	365	81,3%
	a. Speech that obeys the wisdom of wisdom	70	15,6%

	b. Speeches that obey the maxim of generosity	3	0,6%
	c. Speeches that obey the maxims of praise	26	5,8%
	d. Speech that obeys humility	16	3,6%
	e. Speech that obeys the agreement	224	49,9%
	f. Speeches that obey sympathy	26	5,8%
2	Speeches that violate the principle of politeness	84	18,7%
	a. Speech that violates the maxim of wisdom	29	6,5%
	b. Speech that violates the maxims of praise	9	2,0%
	c. Speech that violates the maxim of humility	16	3,5%
	d. Speech that violates the maxim of agreement	30	6,7%
Total		449	100%

Based on the table above, it can reduce performance using the principle of courtesy by community leaders in West Sumatra in the context orally. In the table above the pronoun speech of local people who find polite principles with utterances that allow manners principles (1) 365 utterances (81.3%) that spread the maxims in polite principles and (2) 84 utterances (18, 7%) who play maxims in polite principles.

Second, findings about various forms of performance in the principle of cooperation in spoken language with political figures in West Sumatra in table 2 below.

Table 2 Finds Performance Using the Principles of Local Political Leadership Cooperation in West Sumatra in Communicating with the Community

Number	Aspect	Amount of Data	Percentage
1	Speeches that Comply With the Principles of Cooperation (Comply with the maxim of quality, quantity, relationship, way)	372	82,9%
2	Speech that Violates the Principle of Cooperation	77	17,1%
	a. Speech that violates the maxim of quality	28	6,2%
	b. Speech that violates the maxim of relationship	8	1,8%
	c. Speeches that violate the maxim of way	41	9,1%
Total		449	100%

Based on the table above, it can be explained the performance of the use of the principle of cooperation by local political figures in West Sumatra in communicating verbally with the community. In the table above, a comparison of the speeches of local political figures who adhere to the principle of cooperation and speech violates the principle of cooperation, namely (1) 372 speeches (83.9%) who adhere to the maxims of the principle of cooperation (obeying the maxim of quality, maximizing quantity , maximizing relationships, and maximizing ways) and (2) 77 speeches (17.1%) that violate the maxims of the principle of cooperation (violating the maxim of quality, maximizing the relationship, and maximizing the means).

Discussion

In this study found the speech performance of local political figures in West Sumatra who violated the four maxims of the principle of manners in communicating. The forms of violations of the four maxims are as follows: (1) speech which violates the maxim of wisdom is 29 utterances (6.5%); (2) speech that violates the maxims of praise is 9 utterances (2.0%); (3) speech that violates the maxim of humility is 16 utterances (3.5%); (4) speech that violates the maxim of agreement is 30 utterances (6.7%). Forms of speech that violate the manners of the four maxims are described in succession below.

First, the form of speech by local political figures in West Sumatra in communicating verbally with the people who violate the principles of courtesy in particular violates the maxim of wisdom can be seen in the following example.

Example (1)

Tingkat nasional saja itu, tingkat kota saja sangat menyedihkan, Kalau ada niat, kita kembalikan kalau ada niat melalui seorang kepala daerah atau pemerintah tentunya apa yang tidak bisa (Data 30)

Example (2)

Saya sampaikan ya mohon maaf, untuk membuat *takeline* Kota Padang dengan angka 6,3 milyar kita bisa, apalagi untuk sekolah, anak kita (Data 31)

Example (3)

Itulah hal-hal yang perlu kami sampaikan kalau sekiranya bupati tidak pandai menegaskan kepada kepala-kepala UPDnya. (Data 442)

Example (4)

Tujuh partai politik itu kalau kita lihat keterwakilan yang di DPRD Provinsi Sumatra Barat di Kota Padang itu jumlahnya dari 45 sebanyak 34 orang adalah pendukung masyarakat Emzalmi. (Data 92)

Example (5)

Apakah ada trik-trik dibelakang karena dia adalah orang terkadang orang bernomor seluruh orang mengikuti gitukan (Data 101)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maxims of praise (Leech, 1993, p.206-207). This is because the substance of the speech is trying to harm the speech partner. It should be in communication, polite speakers / speakers must follow the wisdom maxim. Maksim wisdom says: (1) make the loss of others as small as possible and (2) make other people's profits as big as possible. That is, in the activities of communicating with others, polite speakers are speakers who seek to maximize the benefits of listeners and try to minimize the loss of listeners.

Second, a form of speech by local political figures in West Sumatra, West Sumatra who violate the maxim of praise (speakers try to express as much praise as possible to others) can be seen in the following example.

Example (6)

Ya, saya kalau jujur memang perhatian pemerintah kota dalam hal ini memang sangat jauh dari yang diharapkan (Data 9)

Example (7)

Pendidikan seperti yang kami sampaikan tadi, sekolah disini seperti yang kita dapatkan informasi dan dengarkan sendiri ya, bahwasannya ada sisi yang begitu zaman dulu itu mungkin bisa seperti itu (Data 11)

Example (8)

Coba lihat berapa tebal, bolong seperti ini, debu seperti ini, kondisinya sempit, meja gurunya tidak ada (Data 19)

Example (9)

Tadi malah saya tambah kalau targetnya 8 tapi saya malah 10. (Data 264)

Example (10)

Kita lihat di dalam tiga tahun pada saat ini, kepemimpinan dari Pak Erfendi Ardi dan Efrizal Ruan telah melaksanakan banyak-banyak pembangunan tapi masih pinggir-pinggir itu masih belum terjangkau sesuai dengan harapan. (Data 429)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maxims of praise (Leech, 1993, p.206-207). This is because the substance of the speech is trying to criticize as many speech partners as possible. In fact, the praise maxim reads: (1) condemn others as little as possible and (2) praise others as much as possible. That is, when communicating with others, speakers / speakers must try to avoid criticism of others. Even if the speaker / speaker must criticize another person or subordinate, try to minimize the criticism.

Third, the form of speech by local political figures in West Sumatra in communicating verbally with the community that violates the principle of politeness, especially the maxim of humility (speakers criticizing themselves and trying not to praise themselves) can be seen in the following example.

Example (11)

Makanya setelah kami menjabat sebagai ketua komisi IV turun ke lapangan dan terutama kita lihat juga di sini, kita lihat ini kondisinya, seperti ini apakah layak atau tidak? Kondisi kesehatan ini lagi, sirkulasi udaranya (Data 18)

Example (12)

Tidak direkayasa dari luar dan juga kehadiran tiga partai tadi yaitu, Demokrat dihadiri orang dari pusat dan dari tingkat 1 dan juga PDIP dari pusat dan juga ditingkat 1, dan juga Gerindra bahkan Gerindra wakil ketua DPR Herdizon yang hadir tadi tu (Data 43)

Example (13)

Jadi saya sebagai ketua 1 dari PDIP kota Bukittinggi yang tidak mau beranjak dari komitmen kami pertama (Data 45)

Example (14)

Saya ketua kalau gak saya gak maju kan (Data 93)

Example (15)

Kita yang menentukan melalui DPRD walaupun pak camat yang kasih *pitihnya*(Data 149)

Example (16)

Perkenalkan saya bernama Ramadona Sarjana Hukum Internasional. (Data 210)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maxims of humility (Leech, 1993, p.206-207). This is because the substance of the speech is trying to praise yourself as much as possible. In fact, the maxim of humility reads: (1) praise yourself as little as possible and criticize yourself as much as possible. So, in communicating the speaker / speaker must avoid being praised by oneself. Because in communicating, there are many busy speakers praising themselves. Things like this are considered impolite in communicating with others.

Fourth, a form of speech by local political figures in West Sumatra in communicating verbally with the community that violates the principles of courtesy, especially the maxim of agreement (speakers say, inviting, creating a common understanding to form an agreement) can be seen in the following example.

Example (17)

Apa yang terjadi di bawah seakan-akan ini tanggung jawab tugas pemerintah daerah.(Data 328)

Example (18)

Karena masyarakat itu sendiri tidak tahu cara mengemasnya, kan begitu. (Data 330)

Example (19)

Kalau ini yang agak sedikit kita masih kelemahan-kelemahan atas manfaat pembangunan tadi. (Data 332)

Example (20)

Cuma sekarang kan ada diatur tentang masalah ganti rugi kan. (Data 338)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maxim of agreement (Leech, 1993, p.206-207). This is because the substance of the speech is trying to produce as many agreements as possible. In fact, the maxim of the agreement reads (1) try to make as little agreement between yourself and others as possible and (2) try to make as much agreement as possible between yourself and others. In communicating, speakers / speakers should try to state or produce many agreements with listeners.

In addition to the forms of violation of the maxim of courtesy, in this study found the speech performance of local political figures in West Sumatra who violated the principle of cooperation in the three maxims (of the four maxims). The forms of violation are: (1) speech that violates the maxim of quality as much as 28 utterances (6.2%); (2) speech that violates the maxim of relationship as much as 8 utterances (1.8%); (3) speech that violates the maxim of method as much as 41 utterances (9.1%). The three forms of speech that violate the principle of cooperation in the three maxims are described in succession below.

First, the form of speech by local political figures in West Sumatra in communicating verbally with the community that violates the principle of cooperation in particular violates the quality maxim (speakers present information that is doubtful, less convincing and vague) can be seen in the following example.

Example (21)

Karena perlu kami sampaikan juga Kota Padang itu kota yang sudah mendapatkan penghargaan kota layak anak, tidak sembarangan, sangat-sangat berat (Data 6)

Example (22)

Apakah ada trik-trik dibelakang karena dia adalah orang terkadang orang bernomor seluruh orang mengikuti gitukan (Data 101)

Example (23)

Apa penyebabnya dibelakangnya apakah ini hanya semacam modus atau apa itukan (Data 102)

Example (24)

Sementara jalan yang bermasalah ini kita selesaikan di belakang hari dan begitu juga jalan Gelugur Kapih Sembilan yang jeritan masyarakat sangat-sangat kita prihatinkan. (Data 440)

Examples of speeches of local political figures in West Sumatra stated above are forms of speech that violate the maxim of quality (Grice in Leech, 1993, p. 11-12). This is because the substance of the speech is not yet trying to state the correct and accountable information. In fact, the quality maxim reads: try to make your information contribution correct. For this reason, communicating should pay attention to the following: (1) do not say something that you believe is not true and (2) do not say something that is not convincing evidence of truth. So, in communicating, convey something (data, information, facts, examples) that are qualified for the speech partner.

Second, the form of speech by local political figures in West Sumatra in communicating verbally with the community that violates the principle of cooperation in particular violates the maxims of relationship (speakers present information that has no relevance to the topic of conversation.) Can be seen in the following example.

Example (25)

Agar masuk dalam acara pemilihan pimpinan sidang ini terjadi keributan. (Data 198)

Example (26)

Dalam perubahan, kenapa kalau dia mengusulkan suatu kegiatan, program, aspirasinya ini yang perlu dibahas. (Data 323)

Example (27)

Kalau sekarang kan tidak, yang terjadi di muslembang. (Data 324)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maximal relationship (Grice in Leech, 1993, p. 11-12). This is because the substance of the speech is not relevant to the topic of discussion. In fact, the maxim of the relationship reads: try to make your words relevant. Maksim this relationship is related to the relevance of the content of the speaker / speaker talk to the things / topics being discussed. In fact, speakers / speakers have conveyed things that are already outside the topic being discussed.

Third, the form of speech by local political figures in West Sumatra in communicating verbally with the people who violate the principle of cooperation, especially in violating the maxim of the method (speakers present information in an irregular / difficult to understand manner) can be seen in the following example.

Example (28)

Jadi oleh karena itu, pada minggu yang lewat kampanyenya salah satu calon maka hadirilah sekian orang anggota PDI maupun ketua PDI dan juga pengurus yang lainnya, dengan kehadiran sikapnya tidak mendukung Ismet Amziz Zulfahri tapi saya selaku ketua 1 PDI Bukittinggi tetap komitmen pertama saya akan melaksanakan sampai selesai.(Data 46)

Example (29)

Ya termasuk bantuan dan tidak ketidakkannya jangan apa namanya hilang hujan setahun hilang panas setahun gara-gara hujan satu hari nah ini kita akan coba. (Data 99)

Example (30)

Harus proaktif karna apa rakyat menunggu realisasi daripada salah satunya adalah seperti 10 program unggulan walikota kita walaupun itu sudah berjalan kita lihat sudah berjalan tetapi kita perlu optimal lagi sehingga tujuan dari program beliau mereka sampaikan itu betul-betul dapat sampai kepada masyarakat dan dinikmati oleh masyarakat. (Data 141)

An example of a speech by a local political figure in West Sumatra stated above is a form of speech that violates the maxim of the method (Grice in Leech, 1993, p. 11-12). This is because the substance of the speech is not delivered in a concise manner. In fact, the maximum way to sound: try to be easily understood by your audience. For this reason, in communicating the speaker / speaker should pay attention to the following points: (1) avoid vague statements and (2) avoid indecision; (3) try to be concise (avoid long and long-winded statements); (4) try to talk regularly.

Conclusion

Based on the above discussion, the following conclusions are stated. First, found the speech performance of local political figures in West Sumatra who violated the four maxims of the principle of manners in communicating. The forms of violation of the four maxims are as follows: (1) speech that violates the maxim of wisdom; (2) speech that violates the maxims of praise; (3) speech that violates the maxim of humility; (4) speech that violates the maxim of agreement.

Second, found the performance of speeches of local political figures in West Sumatra who violated the principle of cooperation in three maxims (of four maxims). The forms of violation are: (1) speech that violates the maxim of quality; (2) speech that violates the maxim of the relationship; (3) speech that violates the maxim of way.

References

- Alvionita, Feni; Ermanto & Agustina. (2018). Indonesian performance in terms of the structure of the sentence structure of the regent in West Sumatra on youtube. *Journal of language and literature FBS UNP Volume 5 Number 2* 2018.
- Anggrina, Silvia; Ermanto & Emidar. (2018). Performance of vocabulary usage by the governor and deputy governor of West Sumatra on Youtube. *Journal of language and literature FBS UNP Volume 5 Number 2* 2018
- Asmara, Ranga. (2016). President Jokowi's linguistic strategy in instilling government ideology and manifesto. *LITERA*, Volume 15, Number 2, October 2016 pp. 379-388.
- Corry W, Andy. (2009). Ethics communicate in the delivery of aspirations. *Communication journal. Tarumanagara University, Year I / 01/2009* pg. 14-18.
- Ermanto, Agustina, and Emidar. (2017). Language performance and politeness of oral communication officials of West Sumatra. *Research Report. Padang: Padang State University.*
- Leech, Geoffrey. (1993). *Pragmatic principles*. Jakarta: University of Indonesia Publisher.
- Maiyola, Olin; Ermanto & Agustina. (2018). Indonesian-language politeness performance in terms of the use of the principle of politeness of the mayor in West Sumatra. *Journal of language and literature FBS UNP Volume 5 Number 2* 2018.
- Pusvita, Winda Dewi. (2016). Maximum and imperative politeness in the eyes of Najwa episode "Habibi today" (A pragmatic study). *Proceedings of the International Seminar on Inscription III.*
- Rengifurwarin, Zainal Abidin. (2014). Analysis of leadership styles: Prabowo Subianto and Joko Widodo. *Jurnal Populis, Volume 8 No. 2, October 2014. Pages 2-15.*
- Sartini, Ni Wayan. (2015). Language and imaging: linguistic strategies in political discourse. *JURNAL TUTUR Vol.1, No.2 August 2015 Page 171—179.*
- Subroto, D. Edi. (1992). *Introduction to structural research methods*. Surakarta: UNS Press.
- Sudaryanto. (1993). *Methods and various language analysis techniques: the introduction of linguistic cultural vehicle research*. Yogyakarta: Duta Wacana University Press.
- Widyawari, Caecilia Petra Gading May. (2016). Ideological representation in the polite speech of state officials on Mata Najwa's talk show. *Journal of SELOKA Indonesian Language and Literature Education 5 (1) (2016). Pp. 1-11.*