

## STRATEGY OF COURTESY FOR COMMISSIVE SPEECH ACT AT THE PROPOSING CEREMONY IN LAMPUNG KOMERING

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**Abstract:** *A politeness strategy is a skill used to make polite conversation so the hearer feels appreciated, both in formal and informal conversation. In this study, researchers will discuss a formal conversation; especially in the event of propose in Lampung Komering. This study is about politeness strategies used by speakers in commissive illocutionary speech acts. The primary data in this study is the video of the proposing ceremony in Lampung Komering , and the secondary data is the archive for proposing in Lampung Komering . This study describes what kind of politeness strategies used by speakers. The method used in this study is qualitative method with the descriptive concept. This study uses qualitative methods so that the data obtained is not stated in the form of numbers or statistics, but in the form of qualitative expressed in words . Descriptive concept is not considering the truth or falsity of the data obtained. The result of the study shows two politeness strategies using direct strategy and indirect strategy, while other data use negative politeness strategy and solidarity strategy.*

**Key term:** *politeness strategy, commissive illocutionary*

### Introduction

Indonesia is a country with its rich culture. Culture has a close connection with language. Language and culture support each other, cannot be apart. One of the languages owned by Indonesia is Lampung language. Lampung language is the language existing in Lampung province and still used by Lampung ethnic. Lampung language only has a range of formal and informal just like other languages. The formal Variety is officially used in formal occasions such as traditional ceremony. One of the traditional ceremonies is the proposing ceremony. As a ceremony, it must use the language as a means of delivering something. The speeches can be analyzed from the side of politeness strategy.

The previous study that has been done about Lampung dialects as can be seen in the book written by Sanusi (1999 : 5), and the book by Sabarudin (2012 : 126). The previous experts who conduct the study of Lampung language are Walker , Vander Tuuk , and Van Royen . They stated that Lampung language consists of two dialects, *Api* dialect (A) and *Nyow* dialect (O). The difference found in both dialects is the phoneme used in each word. Dialect A is more likely to use the phoneme /a/ and the phoneme /o/ or diphthong /ou/ used by the people of dialect O.

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The description above shows that there are only two Lampung dialects, so that one group of languages in Lampung is not recognized as Lampung dialect. This group is Lampung Komerling. However the researchers from The Office of Lampung Language re-examined Lampung dialects. Study was conducted in the form of mapping Lampung dialects. Lampung dialects obtained by mapping language that are later declared to have four dialects Abung, Pesisir, Pubian, and Komerling. The latest mapping of Lampung dialects makes Komerling dialect admitted into Lampung dialect.

## Review of Literature

### Speech Act

Speech act is a branch of linguistics that studies language from the aspect of actual usage. Speech act theory (speech act) began in Austin lecture at Harvard University in 1955. Then those lectures were collected and published in 1962 in the form of a book entitled *How To Do Things with Words* (Schriffin, 1994 : 64 and Nadar, 2009 : 11).

In his book *How To Do Things with Words*, Austin distinguishes three types of action: (1) Locutionary speech act (an act of saying something). (2) Illocutionary speech act (an act of doing something saying something). (3) Perlocutionary speech act. The three division of the language act by Austin is also supported by his student John R. Searle. In his book *Speech Act : An Essay in the Philosophy of Language* (1969 : 24) says that there are three types of actions in a talk, they are speech act, propositional act and illocutionary act. Rahardi (2005 : 35) explains that there are three types of speech act, those are locutionary speech act (an act of saying something, illocutionary speech acts (act containing meaning) and perlocutionary (expected impact of the speech).

### Locution act

Locution act is a speech act with words, phrases, and sentences, according to the meaning contained by words, phrases, and sentences themselves. The locutionary speech act can be expressed by the phrase (an act of saying something). This speech act is only the form of speech to express something. This locution act does not concern about the speech being delivered by the speakers (Rahardi, 2009: 17, 2005: 35 and Nadar, 2009:14). In the same opinion with Rahardi, Yule (2006 : 83) states that an illocutionary act is a basic speech act producing a meaningful linguistic expression.

### Illocutionary act

Illocutionary act is an act to do something with the specific intention and function in the real speaking activity. An illocutionary act can be expressed by expression (*an act of doing something saying something*) (Rahardi, 2009 : 17 and 2005 : 35).

Slightly different from the statement by Rahardi, Nadar (2009 : 14) stating that illocutionary act is what the speaker wants to achieve at the time of saying something and can be said as a stating

expression, promising, apologizing, threatening, forecasting, ordering, asking, and etc. Illocutionary act can be regarded as the most important act in the study of speech act comprehension

Illocutionary speech act is divided into five sections according to the division of illocutionary acts as quoted by Schiffin Searle (2007 : 75) and Leech (164-165), those are assertive, directive, commissive, expressive and declarative.

a. Assertive

Assertive is a speech act in which the speaker is attached to the truth of the proposition expressed, for example, stating, expressing opinions, reporting. These illocutions tend to be neutral from the side of courtesy.

b. Directive

Illocutionary directive is aimed at producing an effect in the form of the action taken by the hearer, such as ordering, asking, requesting, recommending, and giving advice.

c. Commissive

Commissive is illocutionary act in which the speaker slightly gets into a future action, such as promising, offering, and vowing. This Illocutionary type tends to be fun and less competitive, because it does not refer to the speaker interests but the interests of the hearer.

d. Expressive

Expressive illocution serves to reveal the psychology ( mental ) of the speaker from the implied condition.

e. Declarative

Declarative illocution is used to ensure compatibility between the content of proposition and reality, such as baptizing, firing, giving the name, sentencing, and lifting.

Yule (2006 : 95 ) summarizes the five illocutionary acts along with their characteristics in a table. It can be seen in Table 2.1 below.

Type of Speech Act	Direction of Adjustment	P = Speaker X = Situation
Declarative	We change the world	P causes X
Representative / Assertive	We are adjusted to the world	P believes X
Expressive	We are adjusted the world	P feels X
Directive	World is adjusted to the word	P wants X
Commissive	World is adjusted to the word	P means X

Table 2.1 Five Common functions of speech acts (following Searle, 1979)

## Perlocution Act

Perlocution act is a speech act that effects or impacts inflicted by the speaker to the hearer, so that the hearer performs an action based on the content of speech. Perlocutionary speech act can be seen from some of the verbs used. Some verbs used are persuade, deceive, push, annoy, frighten, delight, relief, embarrass, attract attention, and so on. Perlocutionary speech act can produce an effect or power of speech to the hearer and make a sense of worry, fear, anxiety, sadness, delight, despair, disappointment, and so on.

## Politeness Strategy

Politeness strategy is a way to make the speech better. Polite speech would certainly make the hearer feel valued and respected. To make more polite speech, here are some strategies that can be used.

### Positive Politeness Strategy

Positive politeness strategy directs speakers to appeal the general purpose and even friendship. The speech delivered tries to avoid a rejection from the hearer by preceding it with a preamble. Brown and Levinson (as cited by Nadar, 2009 : 420) impose limitation on positive politeness as follows:

Positive politeness is essentially directed towards positive face of the hearer, which is considered a positive image owned by the hearer. A positive politeness approaches incised impression on partner face that on certain things, speaker also has the same desire with the partner whom he is talking to.

In relating to negative politeness, Brown and Levinson offer the following strategies :

1. Giving special attention to the hearer.
2. Exaggerating an interest, approval, and sympathy for the hearer.
3. Increasing the sense of interest to the hearer.
4. Using markers that indicate the identity or similarity of the group.
5. Finding and using the agreement with the hearer.
6. Avoiding conflict.
7. Raising perception of a number of similarities.
8. Making jokes.
9. Making the perception that the speaker understands what the hearer wishes.
10. Making offers and promises.
11. Demonstrating a sense of optimism.
12. Attempting to engage in a together activity.
13. Giving and asking for reasons.
14. Offering a reciprocal action.
15. Giving a sympathy.

( Nadar , 2009: 43-47 )

## Negative Politeness Strategy

Negative politeness strategy is used in the form of the questions that contain an auxiliary verb regarding to feelings. The use of this strategy also results the expressions of apolog. Negative politeness strategy can sometimes also be seen from an extended speech. Negative politeness is also specifically expressed in the questions as the question that seems to ask for permission.

Like positive politeness, Brown and Levinson also provide some strategies on negative politeness.

1. Expressing indirectly by convention.
2. Using questions with specific particle form.
3. Do not be too optimistic.
4. Reducing the threat to the hearer face.
5. Giving respect.
6. Using an apology.
7. Do not mention the interests of the speaker and hearer.
8. Stating the face threatening act as a public social provision.
9. Counting question.
10. Stating clearly if the speaker has kindness to the hearer or not.

## Off Record

To express a desire, a person does not always express his desire verbally. The wishes can be expressed with " cues " called indirect action or speech. The success of these cues must also respect the customs that occur in the community.

## Bald On Record

Bald on record strategy is the opposite of Off Record strategy. In this strategy, the speaker express his intention directly. These directed speech forms are certainly a direct speech without further ado.

The forms of Bald on Record may be followed by statements such as *silahkan* and *maukah Anda* serving to smoothen the speech. This strategy is often used in imperative speech, but not all imperative speeches use this strategy. This is because the direct command of speech typically occurs among friends. However in emergency situations, this strategy can be used without the need to see who the partner is. In a society, this strategy can be associated with events when speaker has an authority over the hearer. In another sense, this strategy is related to social distance scale.

## Solidarity Strategy

This strategy may be a strategy that applies the principles in the overall group or may be just as a depressing choice used by a speaker as an individual in a particular incident . Such strategy

would involve the information about a person linguistically, the use of nickname, dialect possessed even a rough terms ( which are not meaning rude to the speaker and the hearer). This strategy is often characterized by the inclusive terms as *kita* and *marilah kita*.

## Respect Strategy

Respect strategy can be a specific strategy of a group as a whole or just as an option that is used in a particular incident. It is not regarding to someone, as if there is not anything combined and may include expressions that do not refer to the hearer or reader directly. Strategies described can be seen in Yule (2006 : 109-115).

In line with the opinions expressed by Yule, Rahardi (2005 : 118-125) describes imperative politeness speeches. However the politeness type described by Rahardi can also be used on illocutionary acts. Types of politeness that can be used are a short length of speech, order of speech, intonation of speech, and cues of kinesics, and the use of marker expression of politeness. All four will be explained further.

### 1 . Short Length of Speech

In Indonesian culture, long or short speeches affect a politeness. Purpose delivered directly is considered rude .

### 2 . Order of Speech

For expressing the purpose of his speech considered more polite, someone will sometimes change the order of his speech into increasingly assertive , hard and even rough .

### 3 . Speech Intonation and Kinesis Cues

Sound waves in the speech may be caused by the speech that is temporary extended, suspended or dismissed too long. All depends on the background context. Beside intonation, politeness can also be seen from kinesics cues. Kinesics cues can be gestures, such as hand gestures, posture, facial expressions, and so on.

### 4 . Use of Expression of Signing Politeness

In linguistic, politeness speeches appear largely determined by whether or not the expressions of politeness signs. Some of the signs of politeness speech are the form of *permohonan* (*tolong/mohon*), *persilakan* (*silakan*), *harapan* (*harap*), *kesediaan* (*sudi*).

## Method of the study

This study uses qualitative method so that the data obtained are not stated in the form of numbers or statistics, but in the form of qualitative expressed in words. Qualitative study is to describe the meaning of data or phenomena that can be captured by researchers with the demonstrated evidence. Sudaryanto ( 1992:62 ) describes the concept of the method into three types, descriptive,comparative, and structural. In this study, the writers use a descriptive concept. The

writers use descriptive concept because the study conducted does not consider the truth or falsity of speeches used by speakers.

Sudaryanto (1993 : 133-135 ) states that data collection techniques are divided into basic and advanced techniques. There is only one basic technique ( called as a method ) referring to the hearing method, but there are some other advanced techniques. Advanced techniques of the hearing methods refer to techniques such as free- involved- technique and a recording technique. Furthermore, Mahsun ( 2012:93 ) writes that in the techniques of free-involved-technique, researchers only role as observers. In this technique, researchers were unable to contribute to bring up the data. Researchers just listen the dialogues occur. The recording technique can be performed when the hearing technique of free-involved speech done.

In this study the hearing technique of free-involved speech is used to listen to speech in a proposing video that is also used as data source. The recording technique is done by recording the record transcript and reflective notes that have been prepared. Recording can be done immediately when the first and the second technique are being done or can be done afterwards ( Sudaryanto, 1993: 135).

## Discussion

Just as has been explained before that the commissive speech act is an illocutionary act that is bound to act in the future. Then politeness strategy is a way of the speaker to make his speech polite and appreciated. In this regard, the following is a discussion of politeness strategies of illocutionary speech act at a proposing ceremony in Lampung Komering.

### Data 1

*Oleh karena sina, **dapok tilajuko**api sai haga pirotok baliau pohngun sina pun **dapok bucerita munih sanga patoh rua di kabiyen sa. Kintu wat nihan sai haga ticawako waktu sikan persilahkan pun!***

In Data 1 courtesy strategy used by speaker is a direct strategy. Purpose to be disclosed is directly delivered by the speaker. Data 1 shows that the speaker invite the partner to deliver back what purpose of his coming. A word *persilahkan* in data 1 explains that the word is a commissive illocutionary pointer. In addition, the word *persilahkan* in data 1 shows the expression of politeness marker used by the speaker. Another politeness marker used by the speaker is the speaker uses hand gestures , that it shows that the speaker invites the partner. Signs appearing can give a description that the speech used by the speaker uses politeness strategy so that the intention that the speaker conveys make the partner feel valued and respected.

### Data 2

*Sina da pun, **tunggu pai sanggobok***

Phras *tunggulah sebentar* in data 2 is a commissive illocutionary sign. It shows that the speaker will return to deliver the results obtained. Data 2 is equal to data 1 in using a direct strategy (

bald on record ). This can be seen in his very short speech. The very short speech is surely the characteristic of the speech delivered directly. The phrase *tunggulah sebentar* is a speaker request on the partner to wait a moment. Asking expression is one of the politeness signs as expressed by Rahardi. Another politeness sign that can be seen is the intonation. Intonation used by the speaker is a modest intonation. By using the modest intonation, the speaker makes his speech intention more polite.

### Data 3

*Jadi sementara sa **kita pending** pailah istilah ganta. Jadi ti-pending pai, kita ngudut-ngudut pai, kita wat nginum, kita nginum-nginum pai. Ompaikita putusko nonti.*

The strategy used in data 3 is a solidarity strategy. This can be seen from the word *kita* used. The word *kita* used is a marker of politeness that the speaker and the hearer feel more familiar. With a sense of solidarity possessed, it will not certainly make impolite speech. Existing solidarity makes hearer feel more appreciated. In the data, it appears that the speaker uses to positive face to express his intention in order to be more polite.

### Data 4

*Rogoh cakak kok muni, konalan radu saka, pocak mak tambon lagi, haga nyampai paraja, **tiyan rua bujanji** ga tunggal ibu bapak, kok radu tukor ali, disaksiko panganca, makda wat mundur lagi, amon cak tika-tika;*

Data 4 uses off record strategy with an extended speech. As has been stated previously that the longer the speech is the more the indirect speech. Indirect strategy used by the speaker of data 4 is closely related to Indonesian culture that tends to lengthen the speech to deliver a speech intent. The extended speech has a more politeness value essence. Therefore the purpose of the speaker in data 4 expecting his propose accepted is conveyed indirectly. The expression is conveyed by saying (**tiyan rua bujanji**) that his child had promised to marry.

### Data 5

*Ngalangkah lambat-lambat, ya nyambat dalih hurmat “**Kiay haga tidipa?** Mak ya salah rang raya, amon kira mak bantah, **cuba pai laju singgah**”*

Politeness strategy used in the data 5 is a negative politeness strategy. This negative politeness strategy can be seen from the question (**Kiay haga tidipa ?**). The speaker asks where the partner is going to go. The question form is the characteristics to look at the courtesy used by the speaker. The speaker's intention is actually to invite the partner to stop at his house. In order to be more polite speech, the speaker uses the extended speech. Besides, another politeness sign that can be seen in data 5 is **cuba pai** meaning *sudilah kiranya*. The word *sudilah* is also a politeness marker commonly used in order to appear more polite speech.

## Conclusion

Based on the result of the study on politeness strategy of commissive speech act in the proposing ceremony of Lampung Komering found two politeness strategies using direct strategy, a data using



an indirect strategy, a data using negative politeness strategy and a data using solidarity strategy. Data 1 uses a direct strategy. Direct strategy contained in data 1 is assisted with politeness sign *persilaan* and kinesics politeness sign, hand gesture. Data 2 uses the direct strategy. In data 2, directly politeness strategy used is assisted with short length and intonation of the sound. Data 3 uses indirect strategy with the extended speech. Data 4 uses the solidarity strategy with the politeness sign *kita*. Data 5 uses negative politeness strategy in the form of questions and words of politeness signs.

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