

## Language Politeness in The President's Working Visit Speech

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### Abstrac

The research aims to explain the principles of language politeness contained in the president's working visit speech. This research uses a qualitative method. The data used in this research is language politeness uploaded on the YouTube channel. The data source used in this research is a video of the president's working visit speech. The location for this research is flexible and can be used as a research location. The research time was carried out from preparation to data analysis over 7 months, namely May – November 2023. This research collected data by applying listening techniques and note-taking techniques. Researchers also use triangulation techniques to verify the validity of the data obtained from the research results. The data analysis method applied is the matching method. The results of research on language politeness in presidential speeches found 15 data containing the principles of language politeness. The use of linguistic unity is the principle of politeness in language which includes the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of consensus, the maxim of simplicity, the maxim of consensus and the maxim of sympathy.

Keyword : Language politeness, speech, president

### Introduction Section

Politeness in language is very important in society and schools. When we speak or communicate politely, we show respect, attention, and appreciation for others. Humans are social creatures who depend on cooperation and help from other people to live their lives. (Soliha et al., 2021). At school, language politeness also plays an important role in creating a positive and productive learning environment. When students and teachers communicate politely, they create an atmosphere that is conducive to the exchange of ideas, mutual respect, and increased collaboration in the teaching and learning process.

In this ever-evolving era, language politeness cannot be said to have improved. Likewise, when we communicate with peers we often use less polite language. This happens because of environmental factors that are not good so that it affects when communicating and the excessive use of social media that we use also affects our speaking. According to (Santosa & Muhammad, 2021), deviations in language politeness occur due to lack of habit of using polite language when communicating with other people.

Barriers to cultivating good manners in language include students' lack of desire to change old habits, educational failure and parental experience regarding politeness, failure of formal education that focuses on language politeness, the influence of an unsupportive environment, and lack of awareness about the negative impacts of language irregularities. This obstacle requires collaborative efforts from educators, parents and the community to increase awareness, provide adequate education and create a supportive environment (Arum, Puspa Dewi et al (2022).

To overcome deviations in language impressions, efforts must be made to improve language impressions. This effort can be made by implementing language politeness habits to get used to using and listening to good and polite language in daily activities. Practices that can be done start from saying "thank you" when someone else has helped you, saying "sorry" if you make a mistake and saying "please" when you ask someone else for help.

Apart from that, it can also be done by setting a good example. Exemplary behavior in polite grammar is done by speaking softly and with a low tone of voice or not shouting. We can see a good example, such as in the example of President Joko Widodo's speech when giving directions to the National Police "I would like to express high appreciation and appreciation for the hard work of the National Police and all ranks of the TNI" in this speech in accordance with the principle of linguistic politeness, namely the maxim of praise. In this speech, the President praised the hard work of the National Police and all ranks of the TNI.

Penggunaan The President's use of Indonesian is regulated based on Law of the Republic of Indonesia Number 24 of 2009 concerning the Flag, Language and National Emblem, as well as the National Anthem. Then it was reduced to

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Presidential Regulation Number 63 of 2019 concerning the Use of Indonesian. Especially in article 5, Indonesian must be used in official speeches by the President, Vice President and other state officials delivered at home or abroad.

This research is related to previous research that has been carried out by several researchers including (Puspitasari, 2014), (Wulan Dari et al., 2017), (Halawa et al., 2019), (Solihin & Sukawati, 2019), (Novala et al., 2019), (Gusriani et al., 2012), (Mislikhah, 2014), (Ramadhan et al., 2020), (Rindy Loryta, 2016), (Wahyuni, 2018), (Muhammad Hildan Azizi, 2023), (Nur & Rokhman, 2017), (Diani Febriasari, 2014), (Gunawan, 2016), (Cahyaningrum et al., 2018), (Kusumaswarjih, 2016), (Anggraini et al., 2019), (Jauhari, 2018). These studies are relevant to previous research and can help the author understand the research to be studied. This research has similarities with the research above because it is the same as research related to the analysis of language impressions. Meanwhile, the difference lies in the research object, namely this research examines the speech in the president's working visit speech.

## Method

This research uses a qualitative descriptive research method. The design in this research is a qualitative description. Qualitative descriptive research that produces data in the form of sentences related to language impressions in the video of the president's working visit speech. The location in this research is flexible, using any place as a research location. The research time was carried out from preparation to data analysis for 7 months, namely May – November 2023.

The object of study in this research is the speech spoken in the video. The research subject in this study was President Joko Widodo because he wanted to understand feelings, expressions and feelings through his speech. The data in this research are in the form of speech delivered by the president during his presidential working visit speech which contains elements of linguistic politeness which were uploaded on the YouTube channel. The data source in this research is a video of the president's working visit speech.

Data collection in this research used observation techniques and attention techniques. Researchers used triangulation techniques to check the validity of the data obtained from the research results. The data analysis technique used is the matching method. This research involves transcribing data from viewing broadcasts of presidential speeches.

## Results and Discussion

### *Principles of Politeness in the President's Working Visit Speech*

Based on the results of data analysis in the President's working visit speech, according to Leech, the principle of language politeness has six maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of simplicity, the maxim of consensus, and the last one is the maxim of sympathy (Sara Beden, 2020). The first data was taken from YouTube, namely the video of President Joko Widodo's state speech at the Annual Session of the MPR RI on August 16, 2023:

#### *Maxim of Wisdom*

(1) "Assalamuailakum warahmatullahi wabarakatuh good morning, greetings of prosperity to all of us shallom om swastiyastu namo culture greetings of goodness"
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Context: This speech was delivered by President Joko Widodo regarding the opening speech at the annual session of the MPR RI.
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In quote (1) of the speech above, the president gives a very polite greeting and respects fellow religious people, namely by greeting each religion in Indonesia, because the Republic of Indonesia recognizes the 6 religions adhered to in Pancasila principle-1 which reads "Belief in the One and Only God". This is in accordance with the maxim of wisdom, namely maximizing profits from other parties and minimizing profits from other parties.

(2) "The position of president is not as comfortable as it is perceived, there are big responsibilities that must be carried out and many people's problems that must be resolved"
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Context: President Joko Widodo's speech above conveys that a president is not as comfortable as people perceive.
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The data in quote (2) above shows that there is compliance with the principle of politeness, maxims of wisdom because reducing one's own profits by serving as president is not as comfortable as one perceives, there are big

responsibilities that must be resolved. To make the Indonesian people prosperous, various methods are taken to resolve the various problems faced by the Indonesian people. So that the speech fulfills the maxim of wisdom.

### *Maxim Of Generosity*

(3) "Dear Vice President of the Republic of Indonesia, Mr. Prof. Dr. Kyai Haji Ma'ruf Amin and Mrs. Wuri Estu Ma'ruf Amin, I respect the chairman and deputy chairs of the MPR RI, I respect the chairman, deputy chair and members of the DPR RI, I respect the chairman,..."
Context : This statement was delivered by President Joko Widodo at the MPR RI meeting by mentioning several people who were present there.

In speech excerpt (3), the President is considered to comply with the maxim of generosity because a President generously mentions the names of many who were present at the meeting held in the building, thereby making the names mentioned feel more respected.

(4) "I know there are people who say I'm stupid, I don't know anything, I'm a pharaoh, I'm stupid, it's okay, as a person, I just accept it"
Context: In the speech above, the President said that he conveyed things that were not good and accepted them with grace.

Quote data (4) shows that he adheres to the principle of politeness because he accepts with generosity those who say unkind things to him. Perhaps if President Joko Widodo did not have generosity, this could have been brought to justice because it included insulting the President. . This includes reducing one's own profits and maximizing profits for other parties. So this speech fulfills the maxim of generosity.

(5) "Ladies and gentlemen, my fellow countrymen and fellow countrymen and the distinguished audience"
Context: President Joko Widodo greeted the entire Indonesian nation and the audience.

In the quotation data, speech (5) is included in the maxim of generosity because even though he is the President, he still greets and glorifies the audience there. Even though he is president, he still glorifies the audience regardless of social status, ethnicity, race and religion. This maxim prioritizes the benefits of others rather than your own benefits

### *Maxim Of Appreciation*

(6) A leader also needs support and cooperation from all components of the nation, therefore I would like to thank the heads of state institutions, the ulama, ..... as well as all levels of society who have provided support so far"
Context: In the President's speech above, the President expressed his thanks to all levels of society.

The speech quote data (6) above is included in the language politeness maxim awarded because the president's speech shows gratitude to all levels of society who have provided support so far, because without support and cooperation, President Joko Widodo may not be able to implement his program smoothly. . So the president's statement above is included in the maxim of giving awards.

(7) "I also appreciate the MPR's efforts in strengthening the national foundation, increasing understanding of the nation's ideology, reviewing the substance and form of basic laws of state policy and strengthening international cooperation to contribute to solving global problems."

Context: This speech was delivered by the President who appreciated the efforts made by the MPR.

Quote (7) the president said that he appreciated the efforts carried out by the MPR which had attempted to strengthen national foundations and increase understanding of the nation's ideology which was able to strengthen international cooperation to contribute to solving global problems. This is considered polite and in accordance with the maxim given, namely in his speech he tries to give appreciation to the other party.

(8) "The Supreme Court's efforts in creating justice should be appreciated through increasing broadcast transparency, developing an electronic-based justice system and accelerating the process of handling cases at low costs."

Context: President Joko Widodo said that he appreciated the efforts made by the Supreme Court to create justice.

Speech data (8) is included in the awarded maxim which is characterized by his high appreciation of the efforts made by the Supreme court through increasing advertising transparency, developing electronic-based advertising systems and accelerating the process of handling cases at low costs.

#### *Maxim Of Simplicity*

(9) "I am not the village head, I am the president of the Republic of Indonesia. I need to emphasize that I am not the general chairman of a political party, nor the chairman of a party coalition, and according to the provisions of the law that determines presidential and vice presidential candidates, they are political parties and coalitions of political parties, so I want to say that it is not my authority, it is not my authority, sir. village head"

Context: The president's speech above conveys that what differentiates presidential and vice presidential candidates is that political parties and party coalitions are not legitimate from the president.

In speech excerpt (9) the maxim of simplicity is included because the speaker gives a signal of humility, even though he is the president who has the highest power in this country. President Joko Widodo still prioritizes the interests and welfare of the community, he does not mean to be arbitrary. In this maxim the speaker's tone is humble and reduces self-praise.

#### *Maxim Of Consensus*

(10) "Indonesia, with its Pancasila, harmony with its diversity and democracy, Indonesia is able to present the principle of a dialogue space capable of becoming a meeting point and able to bridge existing differences."

Context: This statement was conveyed by President Joko Widodo that Indonesia is a bridge between existing differences.

In the speech data (10) conveyed by President Joko Widodo above, it is included in the maxim of consensus because there is a match. This is characterized by Indonesia with its Pancasila being able to provide a space for dialogue and being able to become a meeting point and bridge the differences that exist, which is why consensus occurs.

(11) "The DPR's support is also extraordinary in supporting structural reforms, supporting efforts to improve governance, avoiding misuse of state financial management and preparing for the 2024 elections."

Context: Speech delivered by President Joko Widodo that he also supports the efforts made by the DPR

The speech data in quote (11) is included in the maxim of consensus, this is characterized by the President and the DPR supporting each other in structural reform, supporting efforts to improve government governance, avoiding misuse in the management of state finances and preparing for the 2024 elections.

### *Maxim Of Sympathy*

(12) "But what makes me sad is that the polite culture and culture of noble character seems to be disappearing"

Context: President Joko Widodo said that he felt sad because social welfare and noble character were starting to disappear.

In the speech quote data (12), President Joko Widodo feels sad because the cultural prosperity and noble character of this nation are starting to disappear. This speech is in accordance with the principles of language politeness which are included in the maxim of sympathy.

(13) "Downstreaming not only applies to mineral commodities but also non-mineral commodities such as palm oil, seaweed, coconut and other potential commodities that optimize local content, starting with UMKM who meet with farmers and fishermen so that the benefits are felt directly for the small people."

Context: President Joko Widodo's speech above explains that the President is working on welfare for the little people.

In speech data (13) it is included in the maxim of sympathy because he feels sympathy for the little people. This was marked by his statement that the President was carrying out a downstream program not only on mineral commodities but non-mineral commodities such as palm oil, seaweed, coconut and other potential commodities and was optimizing local content which occurred with MSMEs, farmers and fishermen. So that the benefits are felt directly for the little people.

(14) "If a large ecosystem has been formed, if the processing plant is operational, I am sure it will bear sweet fruit in the end. Especially on the welfare of the Indonesian people"

Context: In the president's speech he said that if the ecosystem and factories were operational it would definitely have an impact on the welfare of the Indonesian people.

Excerpt from speech data (14) the president feels sympathetic with the welfare of the Indonesian people, namely by seeking the formation of a large ecosystem and processing factory which is considered to be able to fulfill the expectations of the Indonesian people. So this speech contains the principle of linguistic politeness, namely the maxim of sympathy.

(15) "Indonesia must become a country that is also able to process its resources to provide added value and improve the welfare of its people and we can do this with a downstream program."

Context: Speech delivered by President Joko Widodo that Indonesia must become a country that is able to prosper its people.

The President's data speech (15) is in accordance with the maxim of sympathy which is marked by President Joko Widodo showing sympathy by carrying out a downstream program for the welfare of the people where Indonesia has very abundant natural resources. Indonesia is considered underprivileged so a downstream program is formed. In this maxim, the speaker maximizes the attitude of sympathy between one party and another.

According to Leech, language politeness is an action to convince and minimize opinions that do not meet the ethics of politeness by fulfilling the principles of language politeness which include maxims (Maiyola et al., 2018). Based on the results obtained, the president's speech uses all the principles of linguistic politeness, namely the maxim of wisdom, the maxim of generosity, the maxim of being awarded, the maxim of worthiness, the maxim of consensus and the maxim of sympathy.

This research is also related to research conducted by (Akhyaruddin et al., 2018). This research describes the principles of politeness in public debates in Kerinci Regency, Jambi Province in 2018. The results in this research are the length of utterances used optimally to attack the interlocutor. who are considered to disagree and also to promote one's own superiority and the desire to maximize losses to the interlocutor. The research similarity lies in the theoretical study used, namely using pragmatic studies with language effects. Meanwhile, the difference lies in the object of study, namely, Akhyaruddin examines the 2018 Kerinci Regency Regent Candidate Public Debate debate and this research examines the President's work program speech.

In research (Yanda, 2017), this research discusses the impression of Anas Urbaningrum's language after becoming a KPK suspect in the Hambalang case. The results of this research are that Anas in his speech has the six principles of politeness. This shows Anas's polite language as a party leader, namely wise, generous, likes to praise other people's performance, likes to offer deals, and is easy to sympathize with something. Anas still pays attention to his impressions when speaking even though he is handling a legal case with the Corruption Eradication Commission. The similarities in this research are found in theory, namely pragmatic theory, language politeness, and political figures. Meanwhile, the difference lies in the object of study, namely in Yanda's research, namely Anas Urbaningrum, while in this research it is the president.

Other research on language politeness conducted by (Maiyola et al., 2018) concluded that the performance of language politeness by Mayors in West Sumatra was very good. The similarity with this research is related to the theory studied, namely language politeness. Meanwhile, the difference lies in the object studied, namely in this research the Mayor and this research the President.

Research conducted by (Niswasani, 2016) concluded that from the six maxims, it was found that following the most dominant conclusion and the most dominant violation was a maximal match. From the research results (Puspitasari, 2014) it can be concluded that this research found that the existing news is polite news because it follows existing politeness principles. Reporting tends to use cherished maxims. There are similarities between these two studies and this research, namely that they are both about language impressions. Meanwhile, the difference lies in the object studied

## Conclusion

Based on the results of research that has been carried out on the video of the president's working visit speech, more precisely on President Joko Widodo's state speech at the Annual Session of the MPR RI. In the video, 15 data on the principles of politeness in language were found, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of consensus, and the maxim of sympathy. In this speech, 2 utterances were found that contained maxims of wisdom. Furthermore, 3 maxims were found that fulfilled the maxim of generosity, 3 maxims were found that fulfilled the principles of language politeness, the maxim of respect, 2 utterances were also found that contained the maxim of consensus and the last one fulfilled the principles of language politeness.

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