

HALAMAN PENGESAHAN SKRIPSI

AN ANALYSIS POLITENESS STRATEGY OF PRABOWO SUBIANTO  
SPEECH ON THE CSIS INDONESIA EVENT

A THESIS

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Dinyatakan Benar Telah Mengikuti Ujian Akhir Meja Hijau dan Telah  
Memenuhi Syarat Dengan Hasil Nilai A dan Memperoleh gelar

SARJANA PENDIDIKAN (S.Pd)

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# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Humans are social beings who have a natural tendency to interact with others. According to (Sari 2021), communication can be done orally or written. Poor communication can lead to misunderstandings between individuals or groups, resulting in misinterpretations of the meaning, feelings, or information communicated, causing conflict or discomfort. According to Benge, (2019: 2), language is a very important part of what makes humans and enables them to communicate with others as social beings.

Communication is a relational process of creating and interpreting messages that get a response (Williams et al., 2013:12). This is why language is important in human life because, without it, we cannot communicate with and understand the meanings of others. It means that language is an unlimited medium that carries all human clarity, making it an important aspect of human life.

Linguistics as a science that studies language consists of various branches which aim to understand the structure, function, and substance of language. Linguistics as a science that studies language consists of various branches which aim to understand the structure, function, and substance of language. In sociolinguistics a language variety, also called a lect, is a specific form of a Language or language cluster. It is a general term for any distinctive form of a language or linguistic expression (Silalahi,2023:9). The field to study about human language is the linguistics field. As stated Williams et al., (2013:5)The



field to study about human language is the linguistics field. As stated Williams et al., (2013:5), the study of language is conducted within the field of linguistics. The scientific study of human language is called linguistics (Azwan, 2018:4). Researcher can conclude linguistics is a scientific field that studies language structure, function, and substance, focusing on human language. It encompasses various branches and is conducted within the linguistics field. The branch of linguistics can be divided into phonology, semantics, morphology, syntax, and pragmatics.

Pragmatics is a science that examines the connection between language forms and their use (Yule, 1996:16). This indicates a close relationship between these topics and surrounding factors and people. Understanding the context and meaning of other people's words is made easier with pragmatic learning. Furthermore, Yule (as cited in Yuniarti 2014:255), defined pragmatics is the use of language in communication that is relevant to the user's context and circumstances. There are many different facets of pragmatics, including deixis, implicatures, speech acts, and politeness strategy.

As a result, context is seen as a fundamental component of pragmatics and is essential to comprehending communicative messages in social and everyday contexts. Because an expression's meaning is influenced by both its grammatical structure and the language environment in which it is employed, pragmatics is crucial. The context of the location and time in which an expression is frequently used has a significant impact on its meaning. For instance, the question "Would you like coffee?" can mean many things depending on the context, such as asking

about someone's preferences or making an offer to offer them a cup of coffee. In conclusion, pragmatics improves comprehension of communication by illuminating its context. Agitation is a key component of communication dynamics in a pragmatic setting, where language is used to uphold societal harmony, decency, and politeness. In addition to preventing conflict, disorder fosters positive relationships.

Johnson et al., (1988:4 – 9) identified four politeness strategies: positive politeness, negative politeness, bald on record, and off record. Positive politeness aims to satisfy the listener's positive self-image and make them feel valued, while negative politeness uses indirect actions, words of doubt, pessimism, and respect to avoid disrupting the listener's freedom of action and maintain their "negative face." Bald on record involves direct communication without ambiguity. Off-record allows the listener to interpret the message according to their context and knowledge, offering flexibility but requiring strong interpretative skills.

In addition, (Afriyanti: 2023) politeness can be summarized as the practical application of good and positive temperament, attitude, behavior by someone (such as being respectful, noble-glorifying, gentle, virtuous, virtuous in language, polite in language and so on) towards or other people who can make a good atmosphere/climate, cheerful, harmony and well-being in various communication situations (such as verbal or non-verbal communication). Politeness is a crucial construct in communication, influencing social harmony, respect, and attitudes. It reduces conflict and fosters good relationships among societal members. Politeness is also used to show cognition of others' faces, as it

conveys the impression that people need to be appreciated and free in certain respects. This aspect becomes very relevant in public speeches, such as those presented at CSIS Indonesia events.

According to information found in the LinkedIn CSIS profile, CSIS (Centre for Strategic and International Studies) commonly abbreviated as CSIS, is a policy research institution based in Jakarta. CSIS was established in 1971. This institution is an independent and bipartisan organization conducting policy research and strategic analysis in the fields of politics, economics, and security. Prabowo Subianto is a candidate the president who is referred to as a very populist figure (Aspinall & Sukmajati, 2015:1 – 20). In addition, Liddle et al., (2022:13) also said that Prabowo Subianto is a candidate a populist president. It should be noted that Prabowo Subianto is a politician and former military officer in Indonesia. He is actively involved in politics and has run as a presidential candidate in several presidential elections. Currently, he is also registered as a presidential candidate for Indonesia in 2024.

There are some researches related to Politeness Strategy. One of them was conducted by Previous research conducted by Zakaria et al. (2022), Annisa Tufadilla (2023), and Hutahaeon (2021) has identified the predominant use of positive politeness as a politeness strategy in the context of interactions between students and teachers in Islamic boarding schools, as well as in variety shows like Pesbukers. However, there are still gaps that need to be further explored by subsequent researchers. One of them is how these politeness strategies are applied in different communication situations, such as interactions in public spaces or in

political contexts. The study related to Prabowo Subianto's speech at the CSIS event, currently under investigation in the same year, offers an opportunity to deepen the understanding of how politicians utilize politeness strategies in their political communication. Focusing on the analysis of politeness tactics in political speeches can provide deeper insights into how politicians negotiate and communicate with their audiences, especially in demanding situations like public events.

The sharp criticism from Prabowo Subianto towards government agricultural policies has created tension in the political arena. In his speech at the CSIS Indonesia event, Prabowo employed politeness strategies to express his concerns and criticisms regarding these policies. However, controversy arose when some parties deemed his rhetoric to be too aggressive or lacking in manners, while others saw it as a courageous act of voicing opinions.

In this study, researchers aim to explore how Prabowo utilizes politeness strategies, both positive and negative, in delivering his critique of agricultural policies. On one hand, he seeks to maintain good relations with the audience, while on the other hand, he wishes to express his disagreement with policies he deems unfit. The varied responses from the public and his political peers indicate the complexity of handling political rhetoric.

To resolve this conflict, it is important for Prabowo and other parties to communicate openly and respect diverse perspectives. Prabowo may consider refining his rhetoric while maintaining his courage in delivering constructive criticism. Conversely, the public and his political peers need to be open to

criticism delivered in a polite manner, allowing for productive discussions and better solutions to be achieved in agricultural policy deliberations. Thus, politeness and openness will play crucial roles in resolving this political conflict.

Prabowo is also very influential in Indonesia due to his remarkable biography and resume by (Lubisa et al.,2023). Prabowo has become a well-known figure to talk about after becoming a presidential candidate in the presidential election. As the leader of a major political party in Indonesia, Prabowo has many roles in Indonesia and is also a defense minister. Of course, he plays a very important role in Indonesia's defense. Prabowo is a figure who is known to be passive in English. It would be interesting to analyze Prabowo's speech at the CSIS Indonesia event on Directions and strategies of Indonesian foreign politics in the future.

Context : An interviewer who asked Prabowo Subianto asked his opinion on a focused agreement between Australia, Indonesia, and the United Kingdom, stressing that the agreement is considered as a sovereign right of each country.

Utterance : “I would say that uh the focus agreement is a decision by uh Australia us and uh UK is their Sovereign right uh we do not comment on The Sovereign right and The Sovereign decisions of our uh of other countries but does it improve Indonesian security as Australia”



Based on Prabowo Subianto's speech, the content of his speech shows the use of positive politeness strategies. This speech reflects positive politeness, especially in the context of statements such as "that's their royal right; we don't comment on the power rights and decisions of our, er, other countries." This statement can be interpreted as a positive goodwill strategy, specifically "assuming or affirming sameness" (Figure 14), according to Brown and Levinson (1987). In this context, the declaration not only reflects the recognition of the sovereign rights of other countries but also emphasizes Indonesia's equal rights. In a political and diplomatic context, showing respect for another country's sovereign rights can be seen as an effort to build mutually beneficial relationships. Thus, the speech not only uses positive politeness to create an impression of respect but also to strengthen Indonesia's diplomatic relations with other countries (Johnson et al., 1988:9).

This research aims to investigate Prabowo Subianto's political image through analysis of his speech, especially in terms of the politeness strategies he uses and their impact on public perception. The main question is whether this politeness approach is able to influence positive or negative views of Prabowo Subianto. Apart from that, this research also wants to use speech analysis as a tool to design Prabowo Subianto's political messages, while considering the role of political speeches as a reflection of the political dynamics at that time. In this context, research will reveal how politeness strategies in political speeches can provide a deeper understanding of political dynamics, both at the national and international levels.

The effects of tactics that might trigger dissatisfaction in speeches on public responses and views will also be investigated. The research will try to find out whether this more controversial approach can get positive or negative support from the public. The overall aim of this research is to understand the relationship between Prabowo Subianto's political communication and the level of support he receives from society.

This research also aims to contribute to politeness theory in a political context, in particular by examining Prabowo Subianto's speeches. The hope is that this research can provide further insight into how politeness theory can be applied in complex political communication situations. By analyzing Prabowo Subianto's speech, this study is expected to provide further understanding of how politeness theory can be applied to complex political communication situations (Johnson et al., 1988:5).

The relevance of this research to contemporary Indonesian political life is also an important focus. By using Prabowo Subianto as a research subject, we hope to understand more deeply the way leading politicians communicate and build their image in the current political era. With an emphasis on Prabowo's educational background in London, we also want to consider how this might influence politeness strategies in the delivery of his political speeches. It is hoped that the results of this research will provide a deeper understanding of the use of politeness strategies in the current Indonesian political context, as well as help understand the ongoing political dynamics.

## **1.2 The problem of the study**

1. What are the types of politeness strategies used by Prabowo Subianto on the CSIS Indonesia event?
2. What is the most dominant of politeness strategies used by Prabowo Subianto on the CSIS Indonesia event?

## **1.3 The objectives of the study**

2. To find out the types of politeness strategies used by Prabowo Subianto speech on the CSIS Indonesia event.
3. To determine the dominant politeness strategies used by Prabowo Subianto speech on the CSIS Indonesia event.

## **1.4 The scope of the study**

The scope of this study is limited to the analysis of Prabowo Subianto's speech delivered at the CSIS Indonesia event on November 13, 2023. The focus will be on his communication strategies in addressing the main topic, "Directions and Strategies of Indonesian Foreign Politics in the Future". The analysis will specifically target positive politeness, negative politeness, bald on record, and off-record strategies within the context of political speeches related to Indonesia's future foreign policy. The research aims to provide an in-depth understanding of how Prabowo Subianto employs politeness strategies to convey messages about foreign policy to his audience. The theoretical framework guiding the analysis will be Brown and Levinson's Politeness Theory (1987), with a detailed examination of speech segments that reflect various politeness strategies.

## **1.5 The significance of the study**

This research has theoretical and practical significance.

### **1.5.1 Theoretically**

This research makes an important contribution to the development of politeness theory and the understanding of political communication in Indonesia. By analyzing Prabowo Subianto's speech at the CSIS Indonesia event, this research reveals how politeness strategies are applied in real political communication situations. The results can be used as a guide for further research and provide further insight into the dynamics of political communication.

### **1.5.2 Practically**

The findings of the study are expected to be useful for:

- a. For college students, in addition to motivating them to improve speaking skills, this study can also provide concrete examples in the application of politeness strategies in real situations.
- b. For lecturers, this research facilitates a brief understanding of politeness strategies that they can convey to students in more detail and explicative.
- c. For other researchers, the results of this study can provide deep insight into the various politeness strategies used, enriching their knowledge and preparation as more skilled and experienced educators.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical Framework**

The author reviews related literature and provides an explanation of pertinent information gathered from multiple books and publications by various subject-matter experts in this chapter. The purpose of this is to define the terminologies used in this study. Scholars believe that in order for readers to grasp the ideas and theories employed, it is crucial to discuss and elucidate them at this point. This study's developed theoretical framework is covered in the sections that follow.

#### **2.2 Language**

Language is a means of human communication all around the world. As social creatures, we rely heavily on language. Humans utilize language to express their emotions and thoughts so that others can comprehend them in everyday situations. According to *Gorys* (1997:1), language is a method for correspondence between individuals as an image of sound delivered by the discourse organ. Maybe there is a complaint by saying that the language isn't as if it were an instrument for correspondence. They contend that two people or gatherings convey by method explicit ways that have been concurred, for example, through works of art, smoke, the sound of drums or barrels, etc. However, they ought to likewise perceive that, when contrasted with the language, all communication tools before contained numerous powerless viewpoints. In conclusion, language holds immense significance in human life, serving as a vital tool for

communication in various aspects of daily existence. Humans use language to convey messages, engage in interactions, express thoughts, and establish communication among themselves.

### **2.3 Linguistics**

Linguistics is characterized as a discipline that investigates the universality of language, emphasizing the examination of shared characteristics. This holds significant relevance for the broader exploration of language, as linguistics delves into the fundamental nature of language and communication (Azwan, 2018:5). In addition, Ritonga (2020:8) further defines linguistics as the organized examination of language, encompassing various subfields such as syntax, which analyzes sentence structure; semantics, which explores meaning; pragmatics, focused on meaning within context; morphology, studying word formation; sociolinguistics, examining language in its social context; phonology, investigating sound systems; and phonetics, the study of speech sounds.

As Chaer (2016:3) outlines, linguistics involves the systematic exploration of language as a knowledge domain. The inception of linguistic studies at the end of the nineteenth century marked a pivotal moment in the field. With a central focus on the universal aspects of language and communication, linguistics encompasses key areas such as syntax, semantics, pragmatics, morphology, sociolinguistics, phonology, and phonetics.

In summary, the study of language as a knowledge field emerged in the late nineteenth century, concentrating on the universal features of language and communication. Linguistics, as a systematic discipline, thoroughly investigates

language, covering syntax, semantics, pragmatics, morphology, sociolinguistics, phonology, and phonetics, providing insights into the core nature of language and communication with an emphasis on commonalities and universality.

#### **2.4 Pragmatics**

People cannot understand the character of a language unless they understand how it is utilized in communication. People need to know the language because it always expresses ideas, thoughts, feelings, and therefore the speaker's intention. One branch of linguistics that studies language as it is used is called pragmatics. There are a few perspectives on pragmatics. According to Yule (1996:6) firstly, pragmatics is the investigation of expressions as imparted by a speaker and deciphered by a listener. Secondly, pragmatics is the investigation of relevant significance. It requires thought about how a speaker organizes what the person in question needs to say. Thirdly, pragmatics is the investigation of how the listener understands the significance of the speaker's expressions. The last, pragmatics, is the investigation of the outflow of a relative distance. It is expected to investigate the connection between phonetic structures and the clients of those structures.

In addition, Leech et al., (1983:6) states that pragmatics is the study of the speaker's meaning, contextual meaning, which is related to the speech situations. Furthermore, Levinson (1983) defines pragmatics as a study of language use in communication.

As one of the linguistic branches, pragmatics also has various branches of study; they are deixis, implicature, speech acts, presupposition, politeness, and

impoliteness. In addition, Yule(1996:3) says that politeness in interaction means showing awareness of another person's face.

## **2.5 Politeness**

Politeness is a word which expects individuals to confront problematical activity in utilizing any language. It is hard to learn on the grounds that it includes seeing all the suggested part of language. In addition to the actual language yet additionally the social and social upsides of the local area where the language develops, in light of the fact that language can't be isolated with the local area who use it. Besides, utilizing language should be suitable with the social setting of the speaker. What's more, it likewise includes specific the job connections and relative status of the members in a communicate.

Watts (2003:9) defines Politeness as a thing that isn't brought into the world with individuals. It is something a person needs to learn and be associated with, and young generation has been of short educators and handbooks on manners and "right conduct" to assist individuals with securing graciousness abilities. He likewise portrays that Brown and Levinson see good manners as a perplexing framework for relaxing face-undermining acts. They examine graciousness and say that to go into a social relationship, a person needs to recognize and show attention to the face, the public mental self-view, the self-appreciation, and the recipient.

It means politeness is a crucial aspect of language use, requiring individuals to consider the social and cultural context of their language. It involves understanding the speaker's social setting, job relationships, and relative



status. Politeness is not innate, but rather learned and associated with the language. Young generations often receive short education on manners and "right conduct" to improve their skills. Brown and Levinson emphasize the importance of recognizing and appreciating others' perspectives in social interactions.

## **2.6 Politeness Strategy**

According to Brown and Levinson et al., (1993:61), the politeness strategy is developed in order to save the hearer's "face." Face refers to the respect that an individual has for himself or herself, maintaining that "self-esteem" in public or in private situations. Generally, individuals attempt not to humiliate other individuals or cause them to feel awkward. Face Threatening Acts (FTAs) are acts that infringe on the hearer's need to maintain his self-esteem and be respected. Politeness strategies are developed for the main purpose of dealing with these FTAs.

According to Brown and Levinson (as cited in Sibarani and Marlina 2018:531), "There are four types of politeness strategies that sum up human "politeness" behavior. The strategies are balanced on-record politeness, positive politeness, negative politeness, and off-record indirect strategies. It is chosen to analyze considering that when the speaker does the FTA's, it will reflect on the speaker's feelings and influence the speaker's responses".

Brown and Levinson, (1987:9), they divided the types of politeness strategies into four types, namely: (1) Bald-on-Record, which means when we say what we want to say without thinking about what will happen after we say it. Using bald on record means we have a closer relationship with the hearer or we

have known each other for a long time. (2) Positive politeness: this strategy encourages the speaker to use expressiveness to appeal to a common purpose and even friendship. (3) Negative Politeness: By using this strategy, we cannot force someone to meet our needs because we also know that everybody has their own freedom, even when communicating. (4) Off-Record Strategy: when we are using this strategy, we utter words but give hints.

## **2.7 Types of Politeness Strategy**

Brown and Levinson, (1987:11) identified four politeness strategies: Bald-on-Record, Positive politeness, Negative Politeness, and Off-Record Strategy. Bald-on-Record suggests a close relationship, Positive politeness encourages expressiveness, Negative Politeness respects individual freedom, and Off-Record Strategy uses hints to convey meaning without imposing personal needs.

### **2.7.1 Positive Politeness**

According to Brown and Levinson, (1987:13) theory of positive politeness, this strategy is related to the speaker's efforts to maintain the positive face of the listener by fulfilling their wishes in a certain way. Communication through positive politeness strategies tends to create solidarity between speakers and listeners. In practice, positive politeness can be applied through offers of friendship, compliments, and the use of informal language, where the speaker treats the listener as a friend and avoids the use of pressure or threats to a positive face.

Positive politeness strategies can include various methods that demonstrate respect for equality, emphasize cooperation between speaker and listener, and fulfill the listener's wishes. There are fifteen strategies proposed by Brown and

Levinson to demonstrate positive politeness, which involve recognition of equality, emphasis on cooperation between speaker and listener, and efforts to satisfy the listener's desires. In this case, positive politeness aims to build strong relationships, support each other in facing common problems, respect the listener's situation, and use friendly humor, friendly greetings, or entertaining jokes.

**1. Pay attention, pay attention to the listener (their interests, desires, needs, things)**

Example: "Would you mind sharing your thoughts on this matter? Your perspective is valuable to us."

In this example, speakers pay attention to listeners by inviting them to share their opinions. This strengthens positive relationships and appreciates listeners.

**2. Exaggeration (interest, approval, sympathy for the listener)**

Example: "Your presentation was absolutely outstanding! I was truly impressed by the depth of your analysis and the clarity of your explanations."

In this example, the speaker excessively praised the listener's presentation as "absolutely outstanding" and stated great validity to the analysis and explanation given. It aims to strengthen positive relationships and give moral impetus to the listener.

**3. Intensify the listener's interest**

Example: "Your expertise in this area is truly fascinating! I'm eager to hear more about your insights."

"The speaker intensifies the listener's interest by expressing genuine fascination with their expertise and eagerness to learn more, strengthening their positive rapport."

#### **4. Use identity markers in groups**

Example: "Being part of your team has been incredibly rewarding. Your dedication and teamwork truly make us a strong and united group."

"The speaker emphasizes group unity by using identity markers like 'your team', fostering a positive atmosphere and strengthening social bonds."

#### **5. Ask for consent**

Example: "Would it be alright with you if we scheduled our meeting for tomorrow afternoon?"

"The speaker respectfully seeks the listener's agreement on scheduling the meeting, acknowledging their autonomy and fostering cooperation."

#### **6. Avoid differences of opinion**

Example: "Would it be alright with you if we scheduled our meeting for tomorrow afternoon?"

"The speaker acknowledges the listener's opinion positively, avoiding conflict and promoting harmony in the conversation."

#### **7. Rely on/increase/affirm similarities**

Example: "Your approach aligns perfectly with ours, demonstrating a shared understanding of the situation."

"The speaker highlights common ground to strengthen rapport and promote positive interactions."

## **8. Joke**

Example: "Looks like we'll need an extra dose of coffee to survive today's challenges!"

"The speaker uses humor to create a positive atmosphere, fostering camaraderie and rapport among listeners."

## **9. Affirms or assumes the speaker's knowledge and concern for hearer's wants**

Example: "I noticed you prefer tea over coffee, so I made sure to prepare your favorite beverage."

"The speaker shows awareness of the listener's preferences, strengthening rapport by being attentive and accommodating."

## **10. Offer, promise**

Example: "I'll be happy to help you with your project this afternoon."

"The speaker offers assistance, showing willingness to help fulfill the listener's needs and strengthen rapport."

## **11. Be optimistic**

Example "Don't worry, I'm confident we'll find a solution to this challenge together."

"The speaker expresses confidence in overcoming challenges, fostering hope and optimism."

## **12. Involve speakers and listeners in activities.**

Example: "Let's brainstorm together to come up with creative solutions for the project."

"The speaker encourages collaboration through activities like brainstorming, promoting inclusivity and cooperation."

### **13. Give (or ask for) reasons**

Example: "I understand your concern about the deadline, so I'll prioritize this task to ensure we meet it."

"The speaker provides a reason for their actions, showing understanding and fostering cooperation."

### **14. Assuming or asserting reciprocity**

Example: "Since you've always been there to support me, please don't hesitate to reach out if you need anything."

"The speaker acknowledges past support and offers help in return, strengthening rapport and showing mutual respect."

### **15. Give gifts to H (goods, sympathy, understanding, cooperation)**

Example: "Thank you for your hard work on this project. I've brought some coffee for everyone as a token of appreciation."

"The speaker gives coffee as a token of appreciation, fostering goodwill and strengthening cooperation."

#### **2.7.2 Negative Politeness**

Brown and Levinson., (1987:129) proposed another type of politeness strategy is negative politeness. Negative Politeness is a deal with satisfying hearer's negative face. It concerns respect behavior. This strategy is more specific and focused because the speaker shows supporting functions to minimize the imposition as something that cannot be avoided by the hearer. According to

Brown and Levinson (1987:130) the output strategies of negative politeness as the following:

### **1. Be Conventionally Indirect**

Example: "Would it be possible for you to possibly reconsider your decision?"

"The speaker indirectly suggests the listener reconsider their decision, respecting the listener's autonomy."

### **2. Question, Hedge**

Example: "Would you mind possibly helping me with this task, if it's not too much trouble?"

"The speaker softens the request with hedging language to show consideration for the listener's time and autonomy, aligning with negative politeness."

### **3. Minimize the Imposition**

Example: "Would it be too inconvenient for you to assist with this task?"

"The speaker minimizes imposition by framing the request as a question, showing consideration for the listener's time and autonomy, aligning with negative politeness."

### **4. Give Difference**

Example: "Let's agree to disagree on this matter."

"The speaker acknowledges potential disagreement and suggests mutual acceptance of differing viewpoints to minimize conflict, aligning with negative politeness principles."

## **5. Apologize**

Example: "Sorry to bother you, but could you please clarify this point for me?"

"The speaker apologizes before making a request, aiming to minimize imposition and show consideration for the listener's time."

## **6. Impersonalize S and H**

Example: "It is necessary for this task to be completed by tomorrow."

"The speaker depersonalizes the statement to reduce imposition on the listener and maintain their autonomy, aligning with negative politeness."

## **7. Nominalize**

Example: "The completion of the task is required by tomorrow."

"The speaker depersonalizes the request by nominalizing the action, reducing imposition and maintaining the listener's autonomy, aligning with negative politeness."

### **2.7.3 Bald on Record**

This strategy is referred to in a disguised way and does not describe clear communicative intent. This strategy is often used by the speaker who wants to do face-threatening acts without taking full responsibility for doing it. With this strategy, the speaker brings himself out from the action by allowing the hearer to interpret the action. Brown and Levinson, (1987:213) proposed fifteen strategies indicating off-record politeness. These strategies are the following:

#### **1. non-minimization of the face threat**

Example: "I need your report by noon tomorrow."

"The speaker makes a direct request without politeness strategies, prioritizing clarity and efficiency."



a. Strategy 1: Maximum efficiency

The speaker prioritizes efficiency in communication over mitigating threats to the listener's image. They convey the message directly and succinctly. For example: "Listen to me!"

b. Strategy 2: Metaphorical urgency for emphasis

Metaphors are used to underscore the urgency of the message, adding resonance despite directness. For example: "Time ticks away like a clock. Let's finish this task to avoid looming deadlines."

c. Strategy 3: Metaphorical urgency for high valuation of hearer's friendship

Metaphors are employed to emphasize urgency and the value of friendship, adding emotional depth while maintaining directness. For example: "Our friendship, like the sun's warmth, brings light and warmth. Let's nurture it together."

d. Strategy 4: Case of channel noise

Direct communication is employed without consideration for image threats, even amidst interference. For instance: "With loud music playing, I promptly asked, 'Please pause; I can barely hear you.'"

a. Strategy 5: Task oriented/paradigmatic form of instruction

The speaker provides clear and direct instructions without concern for image threats, focusing solely on task completion. For example: "Submit your project report by 5:00 PM today with all details listed neatly."

b. Strategy 6: Power different between S and H (S is higher)

The manager communicates assertively without minimizing threats to the employee's image or self-esteem. They expect significant improvements without ambiguity.

c. Strategy 7: Sympathetic advice or warnings

The teacher offers direct advice to the student about punctuality while acknowledging their efforts, without attempting to soften potential threats to the student's image. The teacher offers direct advice to the student about punctuality while acknowledging their efforts, without attempting to soften potential threats to the student's image.

d. Strategy 8: Permission that H has requested

This strategy involves a request for permission made directly and firmly by the party requiring permission (H), without any attempt to mitigate the threat to their image or self-esteem. For example: Student (H) to teacher (S): "Sorry, sir. Can I leave the classroom for a moment to go to the toilet? I don't feel well and it's urgent."

## **2. FTA-oriented record usage**

The theory by Brown and Levinson was introduced in 1978. They developed this theory in their book entitled "Politeness: Some Universals in Language Usage" which was published that year. This theory provides a basis for understanding how people communicate and manage politeness in verbal interactions. Since then, this theory has become the basis for much research and study in the fields of politeness and pragmatic linguistics.

- a. Strategy 1: Welcome based on theory of Brown and Levinson cited in (Deha, 2021), According to Brown and Levinson's theory quoted in the work of (Deha, 2021) speakers can use FTA-Oriented Bald on Record Usage to welcome the interlocutor without attempting to reduce the threat to the interlocutor's self-image. For example: "I'm glad you could join us, even though you're a little late. Hope you enjoy the event."
- b. Strategy 2: Farewells based on Brown and Levinson as cited in (Deha, 2021), According to Brown and Levinson's theory quoted in the work of (Deha, 2021), speakers can use FTA-Oriented Bald on Record Usage to end a meeting or event firmly but still shows a polite attitude. For example: "I want to thank everyone who attended today. This was a very valuable meeting. See you next time!"
- c. Strategy 3: Offers, Offer, used occurs when the speaker (S) insists that the listener (H) can apply the threat to the speaker's "negative face" without any attempt to mitigate it. In this case, "negative face" refers to a person's desire not to be disturbed or disturbed by the actions of others. For example: "I need some time alone now. Please leave!"

#### **2.7.4 Off Record**

Brown and Levinson's (1987) theory emphasizes that off-record uses indirect language and eliminates the potential for coercion from the speaker. In this case, the listener must make a conclusion to retrieve what is meant. In addition, this suggests that if speakers want to avoid their responsibilities in

conducting FTAs, they can use this strategy. Off-record strategies consist of: providing clues; unclear; and being sarcastic; or joking.

**a) Providing clues**

For example: "If someone wants a colleague to lower their voice in a meeting, they might say, "I've noticed some people find it challenging to concentrate when it's a bit noisy."

**b) Unclear**

For example: "If a friend asks for a favor, and you're unable to help, you might say, "Well, I'm kind of busy lately, you know, and it's hard for me to manage extra tasks".

**c) being sarcastic**

For example: "If a family member leaves the door open despite being asked to close it, you might say, "Great job on keeping the door closed, as always."

**d) joking**

For example: "If someone spills coffee on the table, instead of directly addressing it, you might say, "Well, I guess we're giving the table a coffee bath today!"

Politeness strategies are often used in real life situations to save face with each other. Apart from that, films are also a form of entertainment that reveal real life situations. Therefore, a film and its film script deserve to be analyzed based on the type of politeness strategy. In this research, researchers chose a film entitled The Boy Next Door because it represents common problems that people

face in everyday life. Additionally, Claire Peterson, the film's main character, plays an English Literature teacher at John Monroe Middle School. In other words, this film not only reveals the daily life situations faced by ordinary people, but also the side of education, especially in the United States

## **2.8 Politic in Communication**

This study of politeness strategies in Prabowo Subianto's speech at CSIS Indonesia takes a theoretical basis from (Johnson et al., 1988) politeness theory. This theory provides a comprehensive framework that is firmly rooted in linguistics and language, exploring the complex dynamics of communication and highlighting the important role of language elements in shaping politeness strategies. In the realm of political discourse where the influence on a leader is very large, understanding the importance of language and linguistic elements is very important to maintain social harmony.

The interdisciplinary approach in this research integrates linguistic perspectives, language studies, political communication, and pragmatics, highlighting the diverse nature of language symbols. This analysis specifically investigates strategies such as Positive Politeness, Negative Politeness, Bald on Record, and Off Record in political discourse, revealing how word choice and sentence structure intricately shape politeness strategies.

By using this linguistic and language framework, this research aims to reveal the impact of linguistic choices on politeness strategies in the realm of political communication. It is hoped that the application of politeness theory in Prabowo Subianto's speech can provide fresh insight into the strategic use of

language as a political tool, especially in shaping the image of a leader and influencing public perception.

## **2.9 YouTube**

YouTube is an online platform that allows users to upload, share and watch videos. It functions as a democratic space where individuals, including political figures, can communicate directly with a global audience. The platform has transcended geographic and cultural boundaries, making it a highly effective tool for political communication.

YouTube also brings a number of important benefits in the modern political context. First, the platform provides global accessibility, allowing political figures to reach diverse audiences without geographic restrictions. Second, YouTube offers an unfiltered communication channel, allowing leaders to deliver their messages directly without the editing of traditional media. Third, high engagement and interaction from the audience, through the likes, comments, and shares, strengthens the democratic nature of political communication delivered through this platform.

In the context of this research, YouTube is the main media where Prabowo Subianto's speech at CSIS Indonesia is published. The choice of YouTube as a platform for presenting political speeches reflects a paradigm shift in modern politics. By understanding the meaning and benefits of YouTube, we can appreciate the relevance of this media choice in shaping public perceptions of a political leader's speech. Analysis of the politeness strategies used by Prabowo

Subianto in the context of YouTube is important to reveal how politicians use this digital medium to build their image and influence public opinion.

Thus, YouTube provides significant benefits in presenting political information to the public directly, openly and interactively. Political leaders can leverage these platforms to build an image, convey messages seamlessly, and actively engage with global audiences. As a democratic medium, YouTube opens the door to diversity of opinion and public participation, making it an effective tool in understanding and analyzing political speeches, including those delivered by Prabowo Subianto at the CSIS Indonesia event.

### **2.10 Prabowo Subianto**

Prabowo Subianto played an important role in understanding politeness strategies in his speech at CSIS Indonesia. Prabowo Subianto, born on 17 October 1951, is an Indonesian military and political figure who has rich and varied experience in public service. He is the son of Sumitro Djojohadikusumo, a prominent economist and politician.

Prabowo Subianto studied military at the National Military Academy and then continued his studies at the Armed Forces Academy (AKABRI) specifically for infantry. His career in the military world has held various important positions, including Chief of Staff of the Kopassus Special Forces Command. In this context, understanding Prabowo's military background provides an important dimension in analyzing the way he conveys his political message.

In the political field, Prabowo Subianto achieved many achievements. He once served as Commander of the Tjakrabirawa Regiment under the leadership of

Suharto who later became President of Indonesia. In 2009, Prabowo Subianto ran for president and started his political career on a better note. He then became a presidential candidate in the 2014 and 2019 presidential elections.

The research title "Analysis of Prabowo Subianto's Politeness Speaking Strategy at CSIS Indonesia Events" suggests a focus on examining the distinct dynamics present in Prabowo Subianto's speeches, particularly in the context of events hosted by CSIS Indonesia. By emphasizing Prabowo Subianto's background and his significant role in Indonesian political history, the research aims to provide a foundation for a more profound analysis of his politeness strategies deployed in diverse political settings. In essence, the intention is to explore how Prabowo Subianto's personal and political background influences his approach to politeness in his speeches, especially when addressing audiences at CSIS Indonesia events. This research endeavors to uncover the nuanced aspects of Prabowo Subianto's communication style and its implications within the specific context of CSIS Indonesia gatherings.

### **2.11 Relevant Previous Research**

Zakaria et al., (2022), en titled "Politeness Strategies Employed in Communication with Santri and Ustadz in an Islamic Boarding School in Indonesia," This study investigates the dynamics of politeness and moral values in the interactions between santri and kyai/ustadz within Pesantren Salaf Al-Qur'an Sholahul Huda Al-Mujahidin. Utilizing a case study qualitative approach involving observation and interviews, the research explores the employment of politeness strategies by both parties and the factors driving their utilization.



Applying Brown and Levinson's (1987) theory of politeness strategies, including Bald on Record, positive politeness, negative politeness, and off Record, the study analyzes the data to uncover the nuances of politeness in their daily interactions. The analysis reveals that kyai/ustadz utilize all types of politeness strategies in their utterances, while santri predominantly employ three out of the four identified strategies. Social factors such as power dynamics and social distance play a significant role in prompting both parties to implement these strategies. Additionally, the culture of character within Pesantren Sholahul Huda Al-Mujahidin, rooted in Islamic values from the Quran and Hadith, influences the behavior of both santri and kyai/ustadz. Nurturing this character and moral framework is considered essential for the realization of peace within the Pesantren community. The contribution previous research on politeness strategies in interactions within Pesantren Salaf Al-Qur'an Sholahul Huda Al-Mujahidin provides insights into the application of politeness in specific socio-cultural contexts, highlighting the influence of power dynamics and cultural values, particularly character rooted in Islamic teachings. These insights inform the analysis of Prabowo Subianto's speech by offering a framework for understanding politeness strategies within diverse communicative settings, contributing to the broader discourse on language and power dynamics in political communication.

Hutahaeon's 2021 study, "An Analysis of the Politeness Strategies Utilized by Pesbukers in Their Variety Show," offers an investigation into the politeness techniques observed in the Pesbukers Variety Show. The research focuses on identifying various types of politeness strategies, determining the predominant

type, and understanding the influencing factors on politeness strategies within the show. Utilizing a descriptive qualitative research approach with content analysis, the study examines an episode aired on May 15, 2019. The results highlight the prevalence of positive politeness as the most common strategy, contributing to favorable social situations and connections. The study emphasizes the impact of sociological variables, particularly relative power and social distance, on the selection of politeness strategies in Pesbukers. On the other hand, the current study of Prabowo Subianto's speech at the CSIS gathering seeks to identify the dominant kind of politeness tactic applied in a certain political discourse. This study project explores the finer points of political communication tactics, going beyond a simple analysis of speeches. The study attempts to provide nuanced insights into the dynamics of politeness in Prabowo's communication style by concentrating on the particulars of the CSIS incident. This will help to illuminate how he negotiates and uses different politeness techniques in the context of political discourse. The contribution previous researchers have made to this research is that previous researchers can provide effective research methods; prior researchers may consider applying them or adapting them to suit your research context of political discourse.

In the study titled "Politeness Strategies Between English Department Students at Dharma Andalas University (2023)," conducted by Annisa Tufadilla, Widya Fhitri, and others, the researchers focus on describing and explaining the politeness strategies and sentence structures used by English Department students at Dharma Andalas University. The research adopts a descriptive qualitative

analysis approach, utilizing discourse among students studying English literature as the primary data source. The study finds that students frequently employ sentences followed by request sentences in their interactions, with positive politeness being the most commonly utilized type. This suggests that English literature students at Dharma Andalas University communicate with a high degree of politeness. In comparison, the recent study on Prabowo Subianto's speech aims to determine the most dominant type of politeness strategy employed in his discourse at the CSIS event. The contributions given by previous research to this research are previous research involving text analysis skills or interviews, these skills can be applied in analyzing political speech, even in different contexts.

The research titled “Politeness Strategies in Directives Speech Acts Found in Daily Conversations among Students (2022),” The previous research on Brown and Levinson's politeness strategies among high school students provides valuable insights into adolescent communication behavior. By observing students' daily conversations, this research reveals specific ways in which politeness strategies are applied in the adolescent context. Its findings not only deepen our understanding of how high school students communicate but also establish an important knowledge base for further research. The contribution of the findings from this study also provides a valuable comparative framework for analyzing politeness strategies in other contexts. Thus, the previous research offers a broader perspective on how politeness strategies operate across different groups and situations. Moreover, this study serves as a foundation for further research, including investigations into the application of politeness strategies in political

contexts or different communication environments. Hence, the contribution of the previous research opens the door to a deeper understanding of the role and application of politeness strategies in various communicative situations. Additionally, this research provides insights into sociolinguistic behavior among high school students, a crucial group in language and linguistic research. This understanding is not only beneficial in academic contexts but also aids in designing appropriate educational approaches and interventions to develop effective communication skills among adolescents. Thus, through the previous study, we gain a deeper understanding of politeness strategies and their role in shaping social interaction and adolescent communication.

The research titled "Politeness Strategy Used by Indonesian Netizens on Anies Baswedan's Twitter and Instagram Account (2021)" employs a qualitative design to analyze politeness strategies in comments made by Indonesian netizens on Anies Baswedan's social media. Data collection involves observing and documenting comments on Twitter and Instagram. The study reveals four politeness strategies used by netizens: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. On Twitter, Positive Politeness is most prevalent with 37.14%, while on Instagram, Positive Politeness dominates with 52.17%. This study contrasts with recent research on Prabowo Subianto's speech, which aims to determine the most dominant type of politeness strategy used in his discourse at the CSIS event. The contribution of the previous research to this research is that previous research dealt with netizen comments that are both

positive and negative, this can help subsequent researchers to identify and analyze comments which are polite or impolite in the speech of Prabowo Subianto.

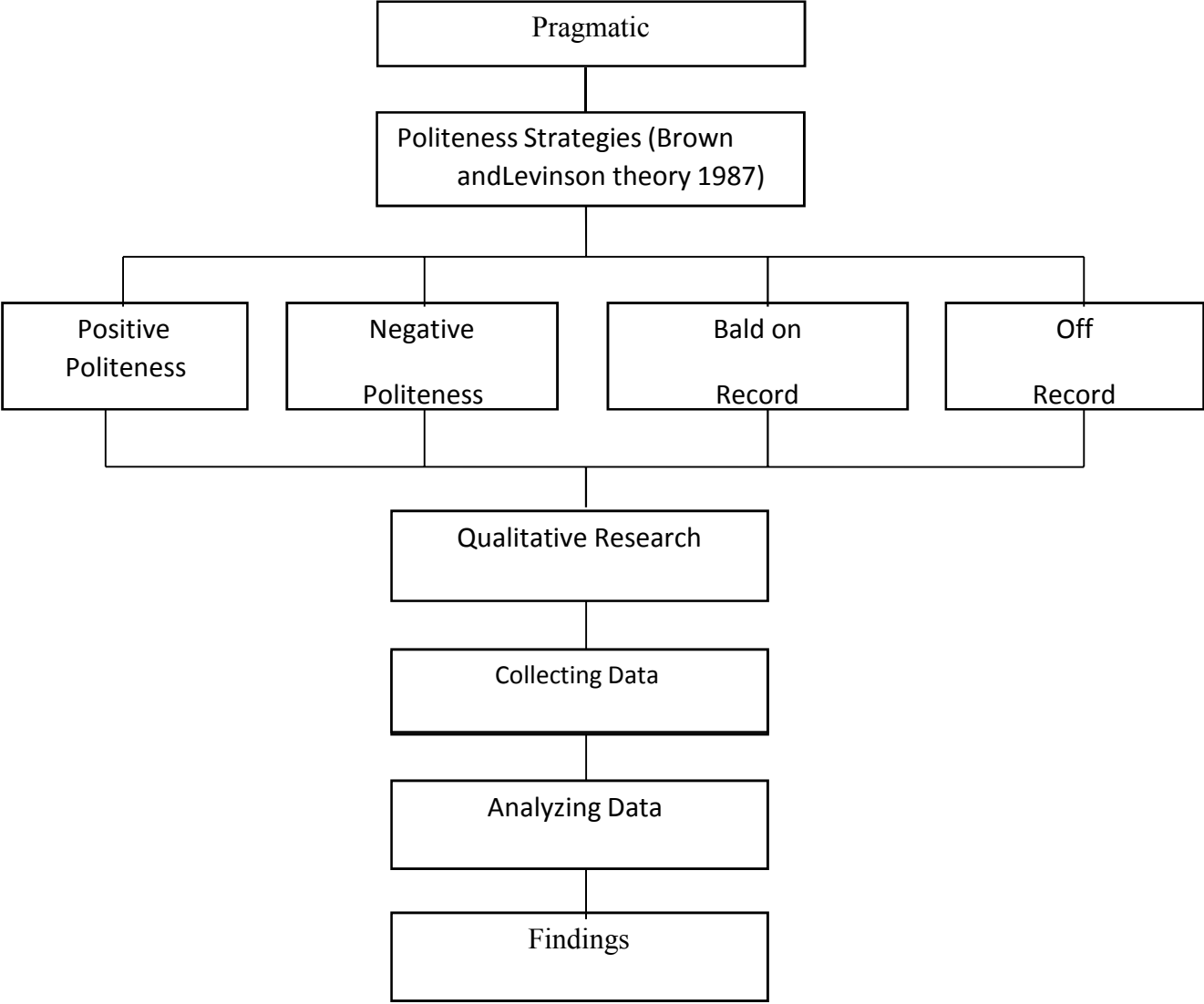
Prabowo Subianto's speech at the CSIS event is particularly intriguing for research due to its political significance and potential insights into communication strategies within a high-stakes context. Analyzing the most dominant type of politeness strategy used by Prabowo Subianto can provide valuable understanding and contribute to the discourse on political communication strategies. Additionally, the CSIS event serves as a crucial platform for political discourse, making the study relevant and insightful in exploring effective communication strategies employed by prominent political figures.

## **2.12 Conceptual Framework**

In the contemporary political landscape, effective communication plays a pivotal role in shaping public opinion and fostering constructive dialogue. This study delves into the analysis of politeness strategies within the discourse of Prabowo Subianto's speech at the CSIS Indonesia event, recognizing the critical role of communication in political interactions. By scrutinizing the application of Donovan (2016), this research aims to unravel the nuanced communication strategies employed by Prabowo Subianto, shedding light on the intricacies of his political rhetoric.

The theoretical foundation of this study rests on Brown and Levinson's Politeness Theory, a seminal framework that categorizes politeness strategies into positive politeness, negative politeness, bald on-record, and off-record. The primary objective is to conduct a comprehensive analysis of Prabowo Subianto's

speech, identifying and categorizing instances where these politeness strategies manifest. As a secondary goal, the study seeks to ascertain the most dominant type of politeness strategy employed by Prabowo Subianto and examine the contextual factors influencing the selection of specific strategies. By leveraging this theoretical framework, the research aims to contribute insights into the dynamic interplay between linguistic politeness and political discourse, enhancing our understanding of communication strategies in the realm of Indonesian politics.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Descriptive qualitative research was chosen as it aligned with the study's objective of observing, identifying, and analyzing politeness strategies in the context of teaching and learning. According to Creswell et al., (2014: 41), qualitative research was a method that explored and understood the purpose of the study, involving processes such as formulating questions, data collection, analysis, and interpretation. Descriptive qualitative research was considered apt for this study as it aligned with the specific objective of observing, identifying, and meticulously analyzing the politeness strategies utilized within the context of teaching and learning. Following Creswell et al., (2014: 41), qualitative research was a method that delved into understanding and exploring the study's purpose.

This study adopted Sugiyono, (2011), research design with the overarching aim of identifying and analyzing the data. To analyze and identify the types of politeness strategies employed in Prabowo Subianto's speech during the CSIS event was used ( Brown and Levinson, 1978). The research specifically targeted an in-depth exploration of the various politeness strategies used by Prabowo Subianto in his discourse. Additionally, the study aimed to find the types of politeness strategy found in Prabowo Speech on the CSIS event and determine the most dominant type of politeness strategy prevalent in Prabowo Subianto's speech.



### **3.2 Data Source and Data**

In conducting this research, the data is speeches that employ politeness strategies and the source of the data is used from speeches delivered by Prabowo Subianto during the CSIS Indonesia event. Given that the study aims to examine and analyze the politeness strategies employed in Prabowo Subianto's speech, the primary data source will be video recordings of his speeches from the CSIS event, accessible on platforms such as YouTube and the transcript:

<https://www.youtube.com/live/Az1oAWgI9Do?si=JVb12kZWiiKLU6mP>.

### **3.3 The Instrument of Collecting Data**

Data collection instruments are ways that researcher could use to collect data carefully and systematically. The tool used by the researcher in data collection observations is the "Politeness Strategy Table," and to obtain additional information, the researcher used telecommunication media such as cell phones, laptops, good internet networks, and the YouTube application to watch videos of Prabowo Subianto's speeches..

### **3.4 Technique of Collecting Data**

The researcher used the technique of collecting data as follows:

1. Utilized the YouTube App

The researcher conducted a search for Prabowo Subianto's speech using the YouTube app. YouTube stood out as a leading platform for finding and watching various videos.

## 2. Downloading Prabowo Subianto's Speech

The researcher downloaded a video of Prabowo Subianto's speech using the YouTube app. Downloading, in this context, referred to the act of transferring data from the YouTube platform to the researcher's computer device. YouTube remained known as one of the leading platforms for watching and downloading various kinds of videos, including political speeches. Using the YouTube download function, the researcher could easily obtain material needed for further analysis and study related to Prabowo Subianto's political communication strategy.

## 3. Observation

After the video of Prabowo Subianto's speech was downloaded through the YouTube app, the researcher continued to examine the transmission in the speech. Viewing the speech was an important step in the data collection process, enabling the researcher to observe and analyze the specific styles of communication, delivery, and politeness strategies used by Prabowo Subianto during his speech. By reflecting on the content of the video, the researcher gained valuable insights into the nuances of Prabowo Subianto's political discourse, thus contributing to a comprehensive understanding of the dynamics of communication in a particular context.

## 4. Note Every Single Type of Politeness Strategy

After watching the speech video, the researcher meticulously noted every single type of politeness strategy employed by Prabowo Subianto. This detailed observation involved identifying specific linguistic and non-linguistic cues that

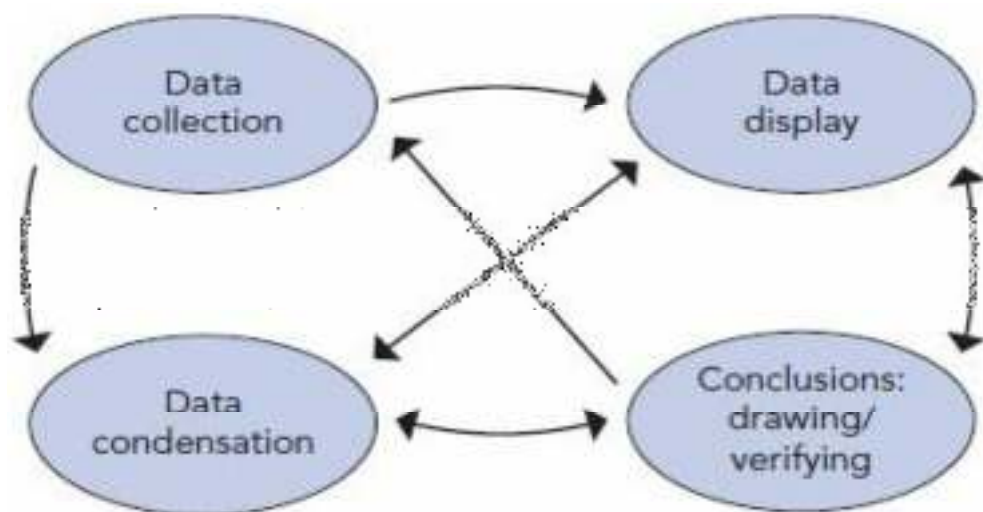
reflected politeness in his communication. The notes served as a foundation for the subsequent analysis, enabling the researcher to categorize and interpret the various politeness strategies embedded in the speech.

## 5. Interpret

The final step in the process involved interpreting the collected data. The researcher analyzed the noted politeness strategies within the broader context of Prabowo Subianto's political communication. This interpretation phase aimed to uncover patterns, themes, and the overall effectiveness of the politeness strategies employed. The insights gained from this analysis contributed to a more nuanced understanding of Prabowo Subianto's communication style and its implications in the realm of political discourse.

### **3.5 Technique of Analyzing Data**

Data analysis used sociolinguistics-based theories. In analyzing data, the author had to take data from the research object. The data analysis model used by the researcher was the interactive model proposed by Miles, Huberman, and Saldana (2014: 12-14). The Miles, Huberman, and Saldana (2014) data analysis model involved several key components, including data condensation, data display, and conclusion drawing/verification. This process provided a comprehensive framework for exploring and deeply understanding research data. Moreover, the model considered data validity and reliability throughout the analysis process to ensure reliable and meaningful results.



Scheme 3.1: Interactive Data Analysis Chart

### 1. Data Condensation

Data condensation began with the selection of speech segments that were representative of his communication style and the situations in which politeness strategies were used. The next step focused on identifying communicative acts that required the use of politeness, followed by the simplification of complex speech segments to highlight important and relevant elements. After that, the research involved the abstraction and categorization of key politeness strategies used, including linguistic politeness markers, rhetorical devices, and non-verbal cues that Prabowo Subianto used in various contexts and interactions in his speech.

- a. Selection: At this stage, the researcher selected the excerpts that were the object of analysis. This involved selecting representative and varied utterances to ensure the results of the analysis reflected the diversity of Prabowo Subianto's politeness strategies on the platform. This process also

involved determining criteria such as popularity, context, or specific topics to gain a deeper understanding of the politeness strategies studied. After the data selection process was complete, the researcher proceeded to the focus stage.

- b. Focus: At this stage, the researcher focused the data based on the problem formulation in the study, which analyzed the politeness strategies in Prabowo Subianto's speech. This process involved coding or categorizing the data based on the types of politeness strategies that became the focus of the research. The researcher used qualitative methods to identify the types and dominant types of the observed politeness strategies. This analysis aimed to provide a deeper understanding of how Prabowo Subianto used politeness in his speeches.
- c. Simplification: At this stage, the researcher formulated a high-level abstraction or summary of the main findings. This involved identifying the key types or aspects of politeness strategies that appeared in Prabowo's speech remarks. The researcher presented these findings in a more conceptual or theoretical way, providing a broader view of the significance of the findings in the context of the study and perhaps attempting to relate them to related theories. The aim was to provide an informative overview without necessarily detailing every detail of the analysis.
- d. Simplifying or Transformation: At this stage, the data that had gone through several stages up to the stage of data abstraction in the research was further simplified and transformed in various ways, namely through

rigorous selection, summary, or brief description. The researcher reviewed each data that had been tagged and categorized each data. Next, the researcher sorted all the data that had been grouped based on the speech found. After that, the researcher put the data of each utterance together. This was done carefully on each data collected from each utterance. This stage was the last stage in condensing the data. Next, the researcher moved on to the next stage, which was data presentation.

## 2. Data Display

An important third step in the data analysis process is displaying the data. "Displaying" here refers to the organization of information that allows conclusions and actions to be taken. In qualitative research, data presentation is often done through narrative text. By displaying data, understanding events becomes easier, and planning next steps based on that understanding becomes more efficient. At this stage, the researcher presented the data through speeches from Prabowo Subianto separately based on the research problem to convey the information obtained as speeches analyzing politeness strategies in Prabowo Subianto's speeches. The presentation of data showing an overview of politeness strategy analysis in Prabowo's speech statements will be designed to see which type of strategy is used.

## 3. Conclusion/ Verification

The final step in data analysis is summarizing or verifying. From the beginning, the researcher takes the initiative to prevent the data from becoming meaningless. Data condensation, data display, and inference/verification should begin early on, with the researcher taking a leading role in each stage. If the data condensation and presentation stages have been carried out, the final step is to

conclude. Drawing conclusions is the process of researchers interpreting data from the beginning of collection along with making patterns and descriptions or explanations. The conclusion is evidence of the research conducted. At this stage, after presenting the data related to the analysis of politeness strategy in Prabowo Subianto's speech, the researcher draws conclusions regarding the analysis of politeness strategy in Prabowo Subianto's speech based on the information conveyed by Prabowo Subianto and has gone through various stages of data analysis.

The researcher tries several technical steps to make it easier to analyze the data.

1. Watch Prabowo Subianto's speech published on November 13, 2023, to find out what kind of chastity strategy Prabowo subianto used in his speech to CSIS Indonesia, the researchers had to watch the speech and read the entire transcript itself and take data.
2. Next, sort the data. The researchers picked a pattern that contained a politeness strategy from Prabowo Subianto's speech data.
3. Classify data.

Before the researchers analyze, the data taken from the transcript must be classified. The aim is to make it easier for researchers to analyze. As for Data, it is classified into 72 categories, namely, the kinds of tactics that Prabowo Subianto uses in his speech and what tactics are dominant in the speech.

#### 4. Analyzing and interpreting data

After the data was classified, the researchers analyzed the data to get answers to the research problem, whatever kinds of politeness strategies (Brown & Levinson 1987 (Bald on Record, Positive Politeness, Negative Politeness, Off Record) that were present in Prabowo Subianto's speech and the reason why students used the strategy of disappointment in the Prabowo Sbianto speech. The results of the analysis are written in the form of tables.

#### 5. Conclusion

The researchers conclude all the research results and then, will evaluate the results of the research.

### **3.6 Triangulation**

In this research, researchers applied triangulation techniques to evaluate the validity of the data. Triangulation is not an attempt to establish the absolute truth of a social phenomenon; instead, the aim is to increase understanding of the research object (Sugiyono, 2007: 330). The concept of cross validation in a qualitative context is called triangulation, and the focus is on data adequacy through the convergence of several data sources or data sets, in accordance with the concept put forward by William Wiersma in the work of Sugiyono (2007: 372). There are four types of identification data triangulation, as described by Norman Denzin in 1978:1.



1. Data triangulation involves using different types of data or information (from individuals, places, or times) in the context of research, such as qualitative and quantitative data. The process of checking and comparing information obtained by researchers from various sources is called data triangulation. Researcher comparison methods such as observation data to collect information. The comparison includes an analysis Politeness Strategy of Prabowo Subianto speech on the CSIS Indonesia event . Olsen (2004: 3) also emphasizes that data triangulation, which is often dominant in the social sciences, is considered an approach that helps validate claims that may emerge from initial research or integrate data from multiple perspectives to gain a more holistic understanding.

2. Investigator Triangulation

Triangulation investigators apply multiple studies to ensure the validity of the data. Forming a work team is one way to guarantee the validity of the data.

3. Triangulation Theory

Triangulation theory involves the use of two or more theories combined when

4. Triangulation Methodology

Methodological triangulation is related to efforts to check data or research results. Involving phenomena and situations by utilizing several methods is called methodological triangulation. A mixed methods approach, commonly used in social science research, allows results from method to strengthen, weaken, and explain results from another method, similar to the concept of methodological triangulation.

Therefore, in this study, the researcher applied data triangulation, which indicates the need to include various data to test the research results and ensure the validity of the data. Examining a phenomenon or situation. It is important to further integrate