

## The Strategy of Negative Politeness in Visual Information Media on Sea Transportation

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### ABSTRACT

This research deals with the realization of the use of negative politeness in visual information media on sea transportation. The purpose of this study is to explain the negative politeness strategies used in the visual information media. The approach applied in this study is a qualitative descriptive method. The data source utilized in this study is in the form of visual information media such as placards, banners and leaflets installed in a number of locations related to sea transportation, namely ticket sales agents, ports and ships. The data examined is written discourse from the media of visual information containing politeness in language. In collecting research data, the techniques applied were seeing, recording and noting techniques. Analysis techniques, used in the article, are Brown and Levinson's language politeness. The result of this study showed that there are seven strategies of negative politeness in visual media information on sea transportation including conventionally indirect strategy, hedges, minimizing the imposition, giving deference, impersonalize S and H, Stating the FTA as a general rule and Nominalize.

## 1. INTRODUCTION

In society, communication is an activity that must happen and always be done by everyone in their daily lives. Communication is a way that is performed by humans to get to know each other. When people communicate, they can share information with other people. Cruse said that communication is about transferring of information between human beings (2000:5).

When someone starts communicating with other people, a principal aspect that everyone needs to have and know is language. Thomas explained that language is a systematic way of combining smaller units into larger units for the purpose of communication (2004:6). Besides that, Morris (2007:7) said that the function of language is to communicate and what language is meant to communicate is thought. This shows that language has an important goal in the language community that is language can realize and achieve the success of communication because language is used as a tool to convey intentions in the communication. It was also said by Sumarlam that when communicating, language is the primary and vital mean needed by humans to convey ideas, ideas or intentions (2010:10). Consequently, without language in a

communication, the communication will be very difficult to be reached.

Language plays an important role in every communication as a divider of information that occurs between humans in social life. In various societies, the utilization of language as a communication device can be conveyed in two different ways. First, language can be delivered as spoken communication which is a type of interaction involving people as a speaker and listener such as lectures, daily conversations. Secondly, written communication (books, letters, newspapers or other written information media) involves interaction between the writer and the reader. Likewise, language communication that appears in the community environment in sea transportation such as ticket sales agents as a place for people to buy ship tickets, the port as a place where people wait for ships and ships as a mode of transportation has its own way of language communication

In the environment of sea transportation, the practice of language is realized through communication made by people who are responsible as providers and managers of sea transportation to the general public as users of sea transportation services. In establishing this communication, the providers of sea

transportation service use language as a medium to be able to provide and disseminate information about sea transportation that people need to know as users of sea transportation services. Generally, the type of communication that transpires is one-way communication. One-way communication is communication taking place only from one side, namely the giver of information. Mulyana explained that one-way communication is only considered as a linear process that starts with the source or sender and ends at the recipient, target or destination (2005:61). In addition, Gerald R. Miller stated that communication occurs when a source conveys a message to the recipient with a conscious intention to influence the recipient's behavior (in Mulyana, 2005:62). Thus, one-way communication appearing in the sea transportation environment is an effort of sea transportation service providers in delivering messages through the communication that occurs without providing opportunities for feedback to recipient, namely the community as users of sea transportation services.

One kind of one-way communication applied in the sea transportation environment is the utilization of visual information media in providing information to the public by sea transportation service providers. Visual information media is a mean used as a tool to deliver and spread information that can be seen by the sense of sight such as banners, placards and paper-leaflets installed in the sea transportation environment including ticket sales points, ports and ships. The visual media uses written language in conveying information to the public.

In delivering information through the visual information media, the use of good and correct language is needed in order to make it easy for the public as readers to understand the purpose of each of the information. However, there are other important aspects that need to be considered by sea transportation service providers, namely the usage of polite language so that the message of the information conveyed is not only understood by the public but can also be accepted well through the politeness of the language. Politeness is related to the good attitude shown by one person towards others by not wanting to hurt others. Politeness in language has a meaning to refine speech that can threaten face or self-esteem (Gunawan, 2014:17). This means that with the usage of language politeness, the structure of communication that occurs in particular context in the sea transportation environment is an effort of the sea transportation service providers not to offend the feelings of readers as transportation service users through the application of polite language. To show it all, politeness of language is expressed in visual

information media by using a number of politeness strategies

Relating to the language politeness, this study focuses on explaining the politeness strategies of the language used in visual information media on the sea transportation.

## **2. LITERATURE REVIEW**

### **2.1 Previous Research**

There is a number of related studies relating to politeness in language that have been conducted. First research is conducted by Fahmi Gunawan (2014). His research is titled "Brown and Levinson's Politeness Representation in Academic Discourse". The focus of the research was politeness strategy carried out by students to lecturer occurring in the campus environment at STAIN Kendari. This research was conducted by observing the conversation that was performed between students and lecturers. The results of this study revealed that in communication that students used, two types of politeness, namely negative politeness including indirect expression, pessimistic expression, respect words, and apology, while in positive politics, students and lecturers use group identity, small talk and presupposition, offers and promises, and seeking for reasons or giving questions.

Second, a study done by Istiqamah Ardila (2017) the title of which was "the analysis of Negative Politeness Strategies Used by the Characters in 'Perfume, Story of A Murderer' Movie". This research only focused on the politeness of the negative language in the dialogue that occurs between the characters in the film. From the results of this study it was found that the type of negative politeness in the film dialogue included six negative politeness strategies namely *be* conventionally indirect, hedges, pessimistic, impersonalize S and H, give deference, and apology. The "be conventionally indirect" strategy is the negative politeness most often used by the characters in the film.

Third, a research conducted by Masnunah (2018) with the title of "Strategi Kesantunan Berbahasa di Pengadilan". This research was a qualitative research with ethnographic communication method. This research was conducted by observing the use of politeness by judges, legal advisors, public prosecutors, witnesses and defendants in the trial process that occurred in 1A district court in Palembang. The results of this study showed that in the trial process occurring, there are two politeness

strategies that are carried out by the participants, namely positive politeness and negative politeness.

The fourth study done by Fallianda (2018) is entitled "Kesantunan Berbahasa Pengguna Media Sosial Instagram: Kajian Sosiopragmatik". This study only uses the Instagram media platform "infogresik" as data source. The focus of this study was observing the use of language politeness between Instagram operators and other Instagram users who are intertwined in written interactions in the Instagram comments column. The results of the data showed that in interactions that were done between Instagram operators and other Instagram users apply Brown and Levinson politeness including bald on record, positive politeness, negative politeness and the off-record strategy. Positive politeness as a type of politeness is often used in interactions in the Instagram comments column.

The latest research was carried out by Machalla Megaiab, I Dewa Putu Wijana, and Aris Munandar (2019). This study was entitled "Politeness Strategies of Request used between Libyan Students and their Lecturers Using English as a Foreign Language". The research aimed to explain the practice of politeness strategies of Libyan students and teachers using English. This study only focused on request politeness, namely the use of request politeness strategy, the form of politeness strategy that is most often used and the factor in the use of request politeness for Libyan students and their teachers. The results of this study found that the usage of student requests using Query prepatory with the form of direct and indirect request strategies. In addition, the factor of using request politeness was social power and social distance.

Based on previous research, politeness can be observed in various fields of community life, as long as there is the use of language as a medium for communication in spoken or written language from one person to another. The form of language politeness in the previous researches generally focuses on two-way communication in spoken language and still rarely on one-way communication in written language. Therefore, the politeness strategy of language in this visual information media as one-way communication has the opportunity to make linguistic research. In addition, there has not been any language research about politeness on visual information media on sea transportation.

## 2.2 Pragmatics

Pragmatics is one of the language studies. Pragmatics has a significant function in understanding language

as a tool used to communicate. In their studies, linguists have explained pragmatics as a branch of linguistics. Leech (1983:6) states that pragmatics studies meaning in connection with speech situations. Mey (2004:6) stated pragmatics is the study of language used in human communication as determined by the society condition. In addition, Huang (2007:2) defined pragmatics as the systematic study of meaning by virtue of, or depends on the use of language. Moreover, George Yule (2010:128) explained pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it is not actually said or written. Based on the views of linguists about pragmatics, it can be understood that pragmatics is a study of language that focuses on understanding the meaning of language based on the context of the use of language, spoken or written, in society.

## 2.3 Politeness

In society, spoken or written language that is applied as a means when establishing communication between one person and another does not only state to the usage of effective and precise language but someone also expresses politeness in the use of language in communication. Politeness in language is associated to a person's behavior or attitude in applying language by not wanting to cause a conflict when communicating with others. Politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange (Yule, 1996:106).

Politeness is one part of the problems examined in pragmatic studies. In its development, the politeness theory has been widely explained by linguists in the world. Brown and Levinson are experts who are quite influential in the politeness theory of language. Watts explained that Brown and Levinson's concept of politeness as a universal feature of language usage in which all of the world's language has the means to express politeness (2003:12).

In the concept of politeness Brown and Levinson, politeness is related to the act of saving person's face. Yule (2010:135) explained that the face means the public self-image of a person and refers to that emotional and social sense of self that everyone has and expects everyone else to recognize. According to Brown and Levinson, Face is the public self-image that every member wants to claim for himself, consisting in two related aspects, that is negative face is a want of freedom of action and freedom from imposition and positive face is a want of approval and appreciation (1987:61).

Brown and Levinson's politeness theory in language studies is an act of saving face from using language as a communication tool. Language politeness is performed as an effort to diminish the impact of disputes that occur from spoken or written language usage which causes a threat to the face of the hearer or reader. In Brown and Levinson's view, when a speech event occurs, a speaker or a writer communicates with the addressees to convey information, and then the use of language in the communication directly and indirectly can threaten unpleasant actions for the addressees. The threat of unpleasant actions is referred to as a face threatening act (FTA). With the existence of an FTA, a speaker must choose to use politeness strategies in language in order to protect or save the face of the addressees during communication.

Brown and Levinson (1987:92) suggested that there are 4 strategies that can be employed as an effort to protect face or self-esteem from the language usage in a communication, namely, (1), *Bald on record*, (2) *Positive politeness*, (3) *Negative politeness*, (4), and *off record*. Bald on record is a strategy that shows the FTA clearly, straightforwardly, and without any action to save face. In this strategy, effective communication is more important than face-saving efforts. positive politeness, shows intimacy, closeness and good relations between the speaker and the addressees. Brown and Levinson (1987:103-129) offered 15 strategies to realize negative politeness namely, (1) *Notice, attend to H*, (2) *Exaggerate*, (3) *Intensify interest to H*, (4) *use in-group identify markers*, (5) *seek agreement*, (6) *avoid disagreement*, (7) *presuppose*, (8) *Joke*, (9) *Assert or presuppose S's knowledge of and concern for H's wants*, (10) *offer, promise*, (11) *Be optimistic*, (12) *Include both S and H in the activity*, (13) *Give (or ask for) reasons*, (14) *Assume or assert reciprocity*, and (15) *Give gifts to H*. Meanwhile, in negative politeness strategies, it is politeness performing the efforts to save face by showing the social distance between the speaker and the addressees. Brown and Levinson (1987:132-210) proposed a number of negative politeness strategies to reduce the threat to negative faces for addressees namely, (1) *Be indirect*, (2) *Question, Hedge*, (3) *Be pessimistic*, (4) *Minimize the imposition*, (5) *Give deference*, (6) *Apologize*, (7) *Impersonalize S and H*, (8) *State the FTA as a general rule*, (9) *Nominalize*, and (10) *Go on record with indebtedness*. Then, off-record is an effort to avoid giving a face threatening act (FTA), through the indirectness, ambiguity of utterances. Thus, politeness is viewed as a form of strategic behavior which the speaker engages in, weighing up the potential threat to the hearer, the degree of familiarity with the hearer, the power

relationship between them, and modifying the utterance accordingly (Mills, 2003:59)

### 3. METHODOLOGY

The focus in this study is on negative politeness strategy of language used in visual information media on sea transportation. This study employs descriptive qualitative research. Qualitative research is research that constructs descriptive data in the type of written or spoken words of people that can be watched. Creswell (2009) defined that qualitative research as a type of explanatory study in which researchers see, hear and understand to make an interpretation and their interpretation cannot be separated from their own backgrounds, history, contexts and prior understandings. There are 3 locations observed to conduct this research, namely the environment related to sea transportation, such as the place for selling ship tickets, ports and ships. Related to the purpose of this study regarding the politeness of the language, data and data sources used for this research are written discourse in visual information media used by sea transportation service providers to disseminate information to the public as users of sea transportation services. The source of the data observed is written discourse in the form of banners, placards and paper leaflets installed in the sea transportation environment. Meanwhile, the data as stated by Sudaryanto that the data as a special lingual phenomenon that covers and is directly connected to the questions (2015:6). Therefore, the data observed in this study is written discourse on the visual information media which contains language politeness.

In process of the data collection, this research uses the seeing, recording and noting technique. The researcher directly made observations at the three study locations. The researcher observes and records by photographing all the media of visual information in these locations in the form of banners, placards and leaflets relating to sea transportation. Then, the data is transcribed in a standard manner by considering the written order of the information. After transcribing the data, the next step is that the researcher separates the finding data which contains the usage of politeness in language which will be explained at the data analysis stage later. At stage of the data analysis, researcher uses Brown and Levinson's theory that is the language politeness strategy in the process of explaining data found in the visual information media.

#### 4. RESULTS AND DISCUSSION

As one of the means of communication used in the sea transportation, visual information media has a function in providing and delivering information needed to be known and understood by the public as users of sea transportation services when they are in the sea transportation environment. In conveying this information to the public, not only is the language related to usage of good language, but transportation service providers also apply language politeness in the visual information media. The politeness of the language is manifested in one of Brown and Levinson's politeness, namely Negative Politeness. Negative politeness is about an act of saving the face of the writer by respecting the freedom of the addressees. In sea transportation, the use of negative politeness strategies by transportation service providers includes (1) *be indirect*, (2) *Hedges*, (3) *Minimizing the imposition*, (4) *Giving Deference*, (5) *Impersonalize S and H*, (6) *Stating threatening acts as a general rule*, and (7) *Nominalize statements*.

Table of Negative Politeness strategies

Strategy	Frequency	Percentage
Be conventionally indirect	5	6,02
Hedges	5	6,02
Minimize the imposition	8	9,64
Give Deference	6	7,22
Impersonalize S and H	20	24,09
State the FTA as a general rule	28	33,73
Nominalize	11	13,25
<b>Total</b>	<b>83</b>	<b>100%</b>

##### 1. Be Conventionally Indirect

"Be conventionally indirect" strategy is the first strategy in using a negative politeness. In its use, the strategy is carried out by presenting polite communication through actions in the form of direct statements through the spoken or written language used. Brown and Levinson (1978: 132) explained this strategy is about usage of phrases and sentences having clear meanings based on context which are not the same with literal meaning. In sea transportation, the use of the "be conventionally indirect" strategy can be shown in the following data:

Data (1)

Jalan untuk penumpang naik

"The way of passenger boards"

Context:

This information is written on a placard attached to the ship's wall near the deck stairs on the ship

Data (2)

Area merokok diluar ruangan ini

"Smoking area outside this room"

Context:

This information is written on the placard attached to the walls of inner decks of the ship.

Data (1) and (2) above are information conveyed by transportation service providers through visual information media in the form of placards attached to the walls of ships to passengers on the ship. In data (1) the information apprises the passengers that the location posted to the information is a way for passengers to board so that passengers can pass the stairs to other decks on the ship. Meanwhile, in data (2), the information is shown to inform the passenger that there is another area on the ship that is provided for smokers and that the area is outside the room where the information is displayed.

Both of the information delivered in the visual media in negative politeness uses the "be conventionally indirect" strategy. In data (1), not only do the information appraise the way for passenger, but indirectly intends to prohibit passengers to stop or to stay for a long time at that location because the ship's officers do not want the way near the stairs to other decks being obstructed by passengers who have no place on the ship and will occupy the location where the information is attached during the voyage. Then in data (2), not only do the information notify the place provided for passengers who smoke but indirectly purposes to prohibit passengers who are in the room to smoke. With the delivery of this information, transportation service providers try to make efforts to save face for the addressees, namely ship passengers.

##### 2. Hedges

The second politeness strategy contained in negative politeness is Hedges. Expression with hedges in a communication by a writer can reduce the risk of threats given to the addressees. According to Brown and Levinson (1978) one type of hedges is a statement delivered with *if clause*. In sea transportation, the use of hedges can be found in the following data.

Data (3)

Jika tercantum "non-seat" pada tiket kapal, anda tidak diperkenankan untuk menempati seat tempat di atas kapal

"If it is written "non-seat" on the ship ticket, you are not permitted to occupy a seat on the ship"

Context:

This information is printed on the banner in the port waiting room

Data (4)

Apabila anda ingin merokok, silakan di luar ruangan

"If you want to smoke, please go outdoors"

Context:

This information is printed on a placard attached to the walls of inner decks of the ship

Data (3) and (4) above are information that is shown to users of transportation services in the port waiting room and passengers on ships. In data (3), this information relating to the prohibition shown to passengers who have a ship ticket but the ticket does not have a place number on the ship so passengers are not allowed to occupy numbered places that have been provided on the ship. Meanwhile, in data (4), the information is intended for passengers on board not to smoke on the decks of the ship.

In both data, face threats to the addressees are shown through information that prohibits the passengers to do what they want during the voyage. To reduce the impact of the threat, writers deliver information using a negative politeness strategy in the form of "hedges", that is information statements using "if clause". With the "hedges" strategy, it can provide opportunity for the addressees, namely the ship passengers to be able to accept or not the statement from the information.

### **3. Minimizing the imposition**

"Minimize the imposition" is one of the negative politeness strategies performed by the writer to reduce the threat given to the addressees in a communication via visual information media in the sea transportation. The strategy carried out by minimizing the imposition is that the writer slides or adds a certain lingual marker in the written discourse submitted so that the marker can decrease the threat level in visual information media. The following data shows the use of the "minimize the imposition" strategy in sea transportation.

Data (5)

Bagi calon penumpang yang akan membeli tiket hanya boleh maksimal 5 tiket untuk 1 orang pembeli dan harap disiapkan KTP

"For prospective passengers who will buy a ticket, it can only be a maximum of 5 tickets for one buyer and please prepare the identity card"

Context:

Information is written on a leaflet attached to a notice board at sale point of the ship's ticket.

Data (6)

Jagalah kebersihan kapal

"Keep the ship clean"

Context:

This information is written placards mounted on a number of deck walls in the ship

Data (5) and (6) above are information that is shown to the public as users of sea transportation services. In data (5), this information can be found at the sales location of the ship ticket. The information intends to limit ticket purchases to prospective passengers when they will buy a ticket. Besides that, prospective passengers also carry ID cards. Meanwhile, in data (6), the information aims to order the passengers who are on ship to be able to maintain the cleanliness of the ship.

In delivering this information, politeness strategies are used by transportation service providers as an effort to lessen the threat of speech through the visual information media. In data (5), politeness strategy is realized by the addition of the word "only" in information written. Brown and Levinson (1978: 177) explained that "just" convey both its literal meaning of "exactly", and "only", which narrowly delimits the extent of the FTA. This means that the addition of "only" can ease the threat given to the addressees about ticket purchase restriction. Furthermore, the addition of word "please" to the information "please prepare the ID card" also provides a threat to the addressees to be reduced. Meanwhile, in data (6), a negative politeness strategy in the form of minimizing the imposition is shown by the presence of lingual markers namely suffix "-lah" in verb "Jagalah". In Indonesian language, it shows the meaning of politeness because it has the meaning of "please" so that the threatening power of information written to the addressees becomes reduced.

#### 4. Giving Deference

In communicating through visual information media, one way to establish good communication between writers and readers can be realized by using a negative politeness strategy that is "give deference". Respect can be demonstrated by the way the speaker lowers himself to the hearer while the hearer is elevated by the speaker (Brown and Levinson, 1978: 178). In addition, respect can be shown in the form of honorifics in certain languages. The following data shows the politeness strategy of "give deference" in sea transportation.

Data (7)

Hai..., penumpang yang baik, jika ditemukan penumpang tanpa tiket diatas kapal, kami tidak akan memberikan pelayanan apapun dan akan diturunkan di pelabuhan terdekat

"Hi ..., good passenger, if passenger is found without tickets on the ship, we will not provide any service and will be dropped off at the nearest port"

Context:

This information was printed on a banner in the room of the ship tickets sales

Data (8)

Dimohon pengertian bagi calon penumpang, Utamakan keselamatan diri anda apabila cuaca tidak bersahabat pemberangkatan kapal akan ditutup sementara

"It is requested understanding for prospective passengers, Prioritize your personal safety if the weather is bad, the ship departure will be temporarily closed"

Context:

This information was printed on a banner installed in the passenger waiting room in the harbor

Data (7) and (8) above are information communicated by transportation service providers to the public as users of transportation services. Both of the data are information found in the ship ticket sales and port. In data (7), the information is conveyed with the intention of the warning with which the officer notifies the passenger who sails but do not have a ship ticket, the officer will not provide any service and the passenger is dropped off at the nearest port. Meanwhile, in data (8), it is information that intends to warn prospective passengers in the waiting room to accept the decision if the ship is not departed due to bad weather.

In connection with the act of saving face of the addresses from the information submitted, sea transportation service providers use a politeness of a negative politeness namely give deference strategy on the data. In data (7), negative politeness of "give deference" strategy is shown by the use of the greeting "good passenger" which means that the writer considers that the sea transport service users are good people. By this greeting, it can slightly reduce threats to the addresses as ship passengers about the information. Meanwhile, in (8), the form of negative politeness is shown by the manner of the writer who descends himself and indirectly elevates the addressees, which is indicated by the expression of request "dimohon" to passengers relating to the policies taken by the officer in the voyage later.

#### 5. Impersonalize S and H

The strategy of politeness "impersonalize S and H" is an act to save face by not mentioning the speaker and the addressee in the speech delivered. In the "impersonalize S and H" strategy, the communication can be realized by avoiding the use of "I" and "you" pronouns (Brown and Levinson, 1978: 190-191). The following data shows the use of politeness "impersonalize S and H" in sea transportation.

Data (9)

Demi keselamatan dan kenyamanan bersama, taatilah segala peraturan & petunjuk yang ada di atas kapal

"For safety and comfort together, obey all rules and instructions that are on the ship"

Context:

This information is written on the banner located in the passenger waiting room at the port

Data (10)

Dilarang buang sampah ke laut  
Pelni ikut menjaga lingkungan

"Do not throw garbage into the sea  
PELNI helps protect the environment"

Context:

This information was printed on a number of placards on the outside decks of the ship.

Data (9) and (10) above are information provided by sea transportation service providers to users of sea transportation services. In data (9), the information is shown to passengers who are in the port waiting room. This information contains instructions to passengers who will use sea transportation to obey

the rules and instructions that are on the ship. Meanwhile, in data (10), the information is shown to passengers who are on the ship that is passengers are prohibited from disposing of garbage at sea.

In delivering this information, sea transportation service providers use a negative politeness strategy that is “impersonalize S & H” strategy. In both data, the information is shown to the passenger who utilizes sea transportation, but in its delivery, it doesn’t use “you” pronoun as the subject. The subject is still “the passenger”, yet it does not appear on each of the information.

## **6. State the FTA as a general rule**

The strategy of “State the FTA as a general rule” is part of the politeness of a negative face. Brown and Levinson (1987: 206) stated that this strategy is related to the utterance of the speaker, who directly gives a threat to the hearer, but the threat is not an act desired by the speaker but is part of the rules or obligations. The following data shows the use of politeness of “State of the FTA as a general rule” strategy in sea transportation.

Data (11)

Setiap kendaraan barang yang akan menyeberang melalui pelabuhan penyeberangan harus ditimbang untuk mengetahui berat kendaraan Max 30 Ton

“Each cargo vehicle that will cross through the ferry port must be weighed to find out a maximum weight of 30 tons”

Context

This information is printed on the information board located at the ferry port entrance

Data (12)

Setiap penumpang wajib bertiket dan mencatatkan diri di manifest, tulis nama, alamat, dan jenis kelamin ke petugas loket agar tercover oleh asuransi Jasa Raharja

“Each passenger must have a ticket and register in the manifest, write their name, address, and gender to the ticket clerk so that they are covered by Jasa Raharja insurance”

Context:

This information is posted on a banner in the port area

Data (11) and (12) above are information that is shown to the public as users of sea transportation services when going up to sea transportation. In data

(11), the information is directed to prospective passengers who have good vehicles and want to sail with these vehicles, and then the transportation service providers require the passenger to weigh his vehicle. Meanwhile, in data (12), officer informs to each passenger who will travel by ship must record personal data at the time of ticket purchase so that it can be protected by Jasa Raharja insurance.

Even though the information presented poses a threat to the addressees, namely the users of transportation services because they have to follow the information conveyed, but in the politeness of Brown and Levinson, the information threatening the addressees is part of a negative politeness as strategy of “state the FTA as a general rule”. The information conveyed is a rule that applies in the sea transportation environment that has been determined by the sea transportation service provider and must be followed by people as the sea transportation service users.

## **7. Nominalize**

“Nominalize” strategy in negative politeness is an act that is realized by making the statement by changing the words and structure conveyed in communication. Brown and Levinson (1987: 207) explained that the politeness of “nominalize” strategy is determined by the change of certain words into nouns and the form of formal structures used. In sea transportation, the form of “nominalize” strategy can be shown in the following data

Data (13)

Pembelian tiket wajib membawa KTP/ SIM Asli dan fotocopy calon Penumpang

“Ticket purchase must bring original KTP / SIM and fotocopy of prospective Passenger”

Context:

This information is printed on a piece of paper attached to the notice board at the ticket sales

Data (14)

Pembatalan tiket penumpang hanya dapat dilakukan maksimal 24 jam sebelum keberangkatan kapal

“Cancellation of passenger tickets can only be done a maximum of 24 hours before the ship's departure”

Context

This information was printed on the ticket sold by the ship's officer



In data (13) and (14), this information is associated to the rights and obligations that are intended for users of transportation services. In data (13), the information is related to the obligations that need to be fulfilled by prospective passengers to be able to get or buy tickets from officers. Whereas in data (14), the information is related to the time limit for ship ticket cancellation

In delivering this information, negative politeness of “nominalize” strategy is realized by the use of the subject, the word “pembelian (purchase)” as a noun changing from the verb “membeli (purchase)” in data (13), and then using the subject in the form of the word “pembatalan (cancellation)” as the noun changing from the verb “membatalkan (cancel)” in data (14). With the change in subject, formal sentence structure is formed which shows politeness in its use.

## 5. CONCLUSION

Based on the results of research conducted, it can be concluded that in conveying information through visual communication media in sea transportation, sea transportation service providers implement politeness strategies in language written to the public as users of sea transportation services. There are 7 strategies used through Brown and Levinson's negative politeness strategies including (1) *be indirect*, (2) *Hedges*, (3) *Minimizing the imposition*, (4) *Giving Deference*, (5) *Impersonalize S and H*, (6) *Stating threatening acts (FTA) as a general rule*, and (7) *Nominalize statements*. The dominant politeness strategy in the information is “*Stating threatening acts as a general rule*” strategy, because the information conveyed is related to regulations about the utilization of transportation that need to be known and followed by people as users of transportation services

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