

AMERICAN AND INDONESIAN IMPERATIVE SENTENCES: POLITENESS IN NEWS MEDIA

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Abstract

This study aims to analyze the differences and similarities in the imperative politeness of American and Indonesian in the news media. Descriptive qualitative research was used. Data were collected from the news column in The Jakarta Post and Kompas. The research used qualitative approach. The results showed that American and Indonesian imperative sentences have differences that are the position of American politeness marker can be at the beginning or at the end of the sentence, while in Indonesian politeness marker can only be placed at the beginning of the sentence. Moreover, American and Indonesian imperative sentences of politeness in news media have similarities that are the use of the basic form of the verb at the beginning of a sentence; a statement about the desire for one's public self-image in the form of involvement and endorsement to get respect from others; and polite statement based on the face compensation amount.

Keywords: imperative sentences, politeness, news media

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Introduction

In this disruptive era that is supported by advances in communication and information technology, a person can't develop without the ability to communicate. Every person is required to convey ideas and thoughts in oral and written form. In this era of communication progress, the role of American as a universal language becomes strategic.

Therefore, understanding of American as a universal language becomes important in order to meet global demands.

Every language has complicated rules that are used to regulate one's attitude in speaking with the speech partner so that interpersonal relationships are always maintained (Wijana, 2004). These rules govern language procedures that differ from one community to another or from one language to another. Likewise, American and Indonesian are very different. For examples, different placement adjective

phrases. In American, it is placed in front of a noun, but in Indonesian it's the other way around: new house (rumah baru). The real difference between Indonesian and American. American has sixteen different tenses, while Indonesian uses the same verb for past, present, and future situations. When there is an American communication between native speakers and Indonesian speakers, there may be a potential for collision, one of which is caused by the differences. States that differences in cultural backgrounds often cause problems. If the symbols used by a different culture will have an impact of different meanings on these symbols. Differences in meaning will cause each individual to have a different perception. Different perceptions will have an impact on the meaning of communication (Darmastuti, 2013).

The politeness is the one's performance to the speech partner which is manifested through speech. The politeness is a reflection of human

beings as social beings who always wants to communicate with each other. The politeness includes universal and interdisciplinary phenomena. Each language has a way of showing respect, covering up mistakes, avoiding or minimizing coercion. Thus, politeness is a set of the deal by the language community to create a mutual, respectful relationship between members of the language-using community with one another.

Yule (2010) believes that culture distinguishes the way people identify politeness. So, the social culture of the American people is very different from the Indonesian people, as well as the language. This makes the politeness also possible different. According to Sapir and Whorf (in Chaer & Agustina, 2004) a nation which has a language that is different from other nations will have different cultural characteristics and mindset as well. Cultural differences and the mindset of a nation with one another comes from language. That said, without human language, there is no mind at all. Therefore, Indonesians need to understand the politeness of American, and vice versa.

Communication technology development have provided benefits that have never been imagined before, but on the contrary, currently the speech act of cyberbullying, the emergence of hoax news, forms of hate speech, and disturbing content. Likewise, the politeness of language in communication is increasingly alarming, both in direct and indirect communication, including in the news media.

News media used as a means of delivering messages or information, in which language uses as a means of communication. According to Wijana & Rohmadi (2011), that language is used in news media for writing headlines, reportages, articles, opinions, rubrics, columns, editorials, reader letters, and

corner writing. As the study of Avika (2014) show that there are more indirect sentences in American and Indonesian than the similarities. This will result in Indonesians learning American having difficulty learning indirect sentences.

Examples of the use of written imperative sentences of politeness can be seen in many English-language news media in Indonesia, including in The Jakarta Post. It is an English-language daily in Indonesia. Since 2016, The Jakarta Post has launched a new web page that is more interactive and has a variety of content, introducing new sections such as Community, Academia, and long reports called Longform. In addition, the online version also includes coverage that is only available on the internet. There are still some unfavorable language uses in the opinion columns. In opinion columns still found the use of words or languages that seem very vulgar. In addition, the written statement also violates the use of politeness in language by not paying attention on the maxim of appreciation. Therefore, it needs to study further about American and Indonesian imperative sentences of politeness in news media. Based on the background description of the problem, it is then formulated as follows: "What are the differences and similarities between American and Indonesian imperative sentences of politeness?"

Literature Review

Politeness

Definition of Politeness

According to Eelen (2001) that although pragmatic and sociolinguistic perspectives are two different things, they both unite the field of politeness theory. Politeness is a phenomenon related to language and social reality. Such agreements are indeed difficult to find outside the general level, because each theory has its own definition of politeness. Furthermore, Eelen (2001)

asserts that the proper names 'Brown' and 'Levinson' are considered synonymous with the theory of 'politeness'. But according to Watts (2003) the first linguistic of politeness theory proposed by Brown and Levinson appeared in 1978 and is referred to as the 'save face' of theory of politeness. Furthermore, Watts (2003) states that politeness is a lexeme in English which means subject to negotiation by participants who interact in English.

Politeness is reproduced and renegotiated whenever and wherever it is used in verbal interactions. Yule (2010) states that politeness refers to awareness and consideration of the faces of others. Politeness is a speech act obeying the principles of language courtesy in the language user community. It is expected that speech actors in speaking with their speech partners do not neglect the principle of courtesy to maintain good relations with their speech partners. Thus, the concept of politeness is very important in interpreting the reasons people choose to say things in a certain way both verbally and in writing as well as the reasons they choose to express words and express illocutionary actions indirectly, not directly.

Based on the description above, it can be synthesized that politeness is a concept used by speakers to maintain good relations by avoiding the face of the speech partner who is threatened, insulted or even forced in a communication.

Face

The face is an image in the form of positive social values that can be effectively claimed by someone for himself/herself which is assumed to have been taken by another person during a certain contact. Gleason & Ratner cited in Mansoor (2018) states that the 'face' 'is the image that the speaker wants to show to the speech partner relating to

strong emotional possession, which can be lost, maintained, or enhanced in a social interaction.

According to Brown and Levinson cited in Saeed (2009), 'face' has two components, namely: positive face and negative one. (1) Positive face is associated with the desire of the speaker to be liked and agreed by the speech partner and his need to connect and to become members of a group that is same. and (2) Negative face is associated with members' needs to be independent and not worn by others. Therefore, the word 'negative' does not mean bad, but shows the opposite word of 'positive'. When someone is free to act, independent, and not imposed by others, then he has a 'negative face'.

Yule (2010) asserts that the act of saving the face that emphasizes someone's negative face reflects concern about coercion (I apologize for bothering you ...; I know you are tired, but ...). The act of saving the face that emphasizes one's positive face reflects solidarity and shows a common goal (Let's do this together ...; you and I have the same problem, so ...). Matthews (2007) states that to reduce threats to people's 'negative faces' and optimize their 'positive faces' can be done by following the basic politeness strategy.

Based on the description above, it can be synthesized that the face refers to aspects that are relevant for all those who want to keep the image in the mind of the speech partner.

Face – Threatening (FTA)

Goffman cited in Redmond (2015) explains that when there is interaction between one person and another person there are times when he/she fails in trying to take a certain 'line' or display a certain face, then phrases such as 'on the wrong face', 'shame', and 'threat to face' to describe situations where a person's face tries to survive when challenged or damaged in several ways.

For example, one aspect of the face that someone shows to his/her friend is someone who is funny.

Speech or action that is used to reduce the threat of the face of another person are called the act of saving the face, while the threat given to the self-image of another person is called the Face-Threatening Act or FTA (Yule, 2010). This action is carried out to avoid freedom of action (negative face) and show one's hope to be desired by others (positive face). In an effort to avoid FTA, speech partners use specific strategies that can minimize threats according to a rational assessment of risk to participants.

Brown & Levinson cited in Redmond (2015) state that FTA is actions that are by their nature contrary to the desires of the face to which the recipient and/or speaker are addressing. FTA can lead to positive face and/or negative face of a person caused by actions taken on himself/herself or other people's actions against them. For example, a friend asks you to complete his work tomorrow night. In fact, he has threatened your negative face (autonomously) because you have to cancel all plans. However, if you say, "Sorry, I can't." You have threatened his negative face (disrupting the action he wants to take), and you have also threatened your own positive face because he sees you not as a very good friend.

Brown and Levinson's Politeness Strategy

Brown & Levinson cited in Bousfield (2008) state that politeness can be grouped into five strategies, namely: bald on record, positive politeness, negative politeness, off-record, and no FTA strategy.

Bald On-Record

Brown and Levinson cited in Bousfield (2008) state that to act too 'bald' 'requires direct disclosure. Speakers speak honestly without any effort to soften the trust that threatens the face. The bald on-record strategy does nothing to minimize threats to the 'face' of the speech partner. The bald on-record strategy is used by speaker who is familiar with speech partner, such as close friends or family. There are various types of bald strategies on-record, such as: direct imperatives for great urgency or despair; sympathetic advice or warning; greetings, farewells, and offers.

The examples of bald on-record:

Take a rest!

Come here!

Sit here!

Positive Politeness

Positive politeness strategy refers to the desire that one's public self-image in the form of involvement and ratification get an award from others. The strategy used is oriented towards positive face threats to speech partners (Bousfield, 2008). According to Eckert & McConnel-Ginet (2003) that positive politeness shows the agreement or understanding of the speech partner in recognizing them as group members, supporting each other, admiring the condition of the speech partner, and joking intently, and speaking humorously. Positive politeness strategy shows that the speaker recognizes the speech partner who wants to be respected. There is a friendly and reciprocal group relationship. This type of strategy is usually used in groups of friends or people in social situations who know each other quite well. Brown and Levinson (2004) divide positive politeness strategy into fifteen sub-strategies, namely: a) Notice, Attend to Hearer (His interests, wants, needs, goods); b) Exaggerate (interest, approval, sympathy with Hearer); c)

Intensify Interest to Hearer; d) Use In-Group Identity Markers; e) Seek Agreement; f) Avoid Disagreement; g) Presuppose/Raise/Assert Common Ground; h) Joke; i) Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants; j) Offer, Promise; k) Be Optimistic; l) Include both Speaker and Hearer in the Activity; m) Give (or ask for) Reasons; n) Assume or Assert Reciprocity; o) Give Gifts to Hearer (Goods, Sympathy, Understanding, and Cooperation).

Positive politeness includes:

- a) Attend to the hearer, the speaker should take notice of aspects of hearer's condition.

Example:

Great, you can finish your task on time, by the way, I can use your computer.

You must be tired. It's a long time since morning. How about take a rest.

- b) Avoid disagreement, the appear to agree with hearer leads also to mechanism, for pretending to agree.

Example:

X: What is he, tall?

Y: Yes, he is..., not really tall but certainly not fat.

- c) Assume Agreement, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the address.

Example:

I will meet at the office just before 09.00 am. So when are you at the office?

- d) Hedge Opinion, the speaker choose to be vague about his/her own opinion, so as not to be seen to disagree.

Example: You really should finish your task. You are really still at the office, aren't you?

The examples of positive politeness:
How about opening the window?

How about passing the sugar?

How about closing the meeting?

Negative Politeness

Negative politeness strategy is a strategy that is oriented to the negative face of the speech partner. The speaker respects the wishes of the speech partner that are achieved without disturbing the freedom or actions of the speech partner. According to Yule (2010), in politeness, the difference between negative politeness and positive politeness is the deference strategy. According to Ogiermann (2009) because it recognizes the intended face, negative politeness is more polite than positive politeness based on the amount of face compensation. Therefore, negative politeness is usually done between group members who have a long social distance. This is in contrast to positive politeness, the speaker intends to be closer to the speech partner.

Brown and Levinson (2004) divide this negative politeness strategy into ten sub-strategies, namely: a) Being conventionally indirect; b) Question or hedge; c) Be pessimistic; d) Minimize the imposition; e) Give Deference; f) Apologize; g) Impersonalize Speaker and Hearer; h) State the FTA as a general rule; i) Nominalize; j) Go on record as incurring a debt, or as not indebted hearer.

The negative politeness includes:

- a) Be indirect, the speaker is faced with opposing tension's: the desire to give heaven an "out" by being indirect and desire to go on record.
Example: I am waiting for you, will you come here?
- b) Request Forgiveness, the speaker's intention that his partner performs an action.
Example: If you don't mind, will you forgive me?
- c) Minimize Imposition, used to avoid the hearer's feeling of disturbance in the conversation.

Example: I just want to say I would use your phone for a while.

- d) Pluralize the Person Responsible, conveys the desire of the speaker to render hearer that tribute, while fulfilling the practical needs of clarity and on record talk.

Example: We need to tell you that you didn't attend the meeting yesterday.

The examples of negative politeness:

Could you open the meeting?

Could you pass the sugar?

Could you shut the door?

Off-Record

According to Bousfield (2008) off-record politeness strategy removes pressure on the speaker. Speakers use language indirectly. This means that the speaker conveys utterances with meanings that must still be interpreted. FTA that conducts off-record politeness, usually through the spread of illocutionary actions that do not directly have more than one interpretation. This allows reasonable denial on the part of the speaker if the intended speech partner is offended by the threat of the face inherent in his speech.

Brown and Levinson (2004) divide this off-record politeness strategy into four sub-strategies, namely: (1) Be Indirect: "I forget closing the door." (2) Give Hint: "I am a bit hungry now." (3) Be Vague: "Perhaps you should have been more awareness." (4) Be Sarcastic or Joking: "Woo, he is a real Einstein."

The examples of off-record:

It's hot enough here.

The meeting was not good prepared.

The bus can get slippy on this road.

No FTA Strategy

According to Brown and Levinson (2004), no FTA apoliteness strategies is that the speaker avoiding offending the

speech partner at all with this particular FTA.

Imperative Sentences

Imperative sentences include expressions of commands, invitations, suggestions, suggestions, and prohibitions. According to Azar (2003) that the imperative English sentence is used to give orders, to make polite requests, to give direction, advice, prohibitions and suggestions. This opinion is supported by Downing & Philip (2006) that the imperative English sentence can serve to provide advice, invitations, prohibitions, and instructions.

Swan (2003) shows that the imperative in English may take several forms: (1) Affirmative form (base form of the verb): "Sit down, please." (2) Emphatic form (do+imperative verb): "Do forgive me. I didn't mean to interrupt." (3) Passive form (get+ past participle): "Get vaccinated as soon as you can." (4) Imperative form with subject: "Mary, come here." (5) Imperative + tag question. "Wait here, will you?" (6) Imperative joined by coordinators: "Go and play outside!"

According to Keraf (2004) that the imperative in Indonesian is to ask people to do what the speaker wants. Imperative sentences have power for the speaker because when the speaker sends a message, the speech partner does something. In written form, imperative sentences often end with an exclamation point (!), or a normal point (.). In oral form, the sound is high and low. A similar opinion is conveyed by Chaer (2010) that imperative sentences in Indonesian are sentences spoken by a speaker and with the expectation that the speech partner reacts in the form of physical actions. Imperative sentences include subtle requests to hard requests. In spoken language usually intonation decreases or even rises. In written

language there are exclamation marks (!), periods (.), and even question marks (?). Imperative sentences are also marked by exciting particles ‘lah’ such as ‘hendaklah,’ ‘janganlah’, and so on.

Rahardi (2010) argues that the Indonesian imperative sentence is a sentence that contains the intention to govern or ask the speech partner to do something as desired by the speaker. Imperative sentences in Indonesian can range from very loud or rude errands to very subtle or polite requests. According to Alwi, et al., (2003) the characteristics of Indonesian imperative sentences are intonation marked by a low tone at the end of the speech and the use of particle affirmation, refining, and call-to-task invitations, hopes, petitioners, and prohibitions. Further explained that the imperative sentence is the sentence command or order and request. Based on its contents, it can be divided into 6 (six) groups, as follows. (1) An order or regular order, if the speaker tells the interlocutor to do something. (2) Subtle commands, if the speaker does not seem to be in command anymore, but has to try or invite the other person to do something. (3) Request, if the speaker asks the interlocutor to do something for his interests. (4) Invitations and hopes, if the speaker invites or hopes the other person to do something. (5) Negative prohibition or order, if the speaker tells you not to do something. (6) Neglect, if the speaker asks not to be banned.

Contrastive Analysis

Lado argues that elements that are similar to a student's native language will be simple for him/her, but different elements will make him/her difficult (Johnson, 2001). Thus, contrastive analysis is one way of comparing native language with second language and determining the potential for possible errors. In practice, the study of language elements is carried out by comparing

two linguistic data, namely first language data (L1) with second language data (L2). The two language data are described or analyzed, the result will be obtained an explanation that describes the differences and similarities of the two languages. Discussion of the data must also consider cultural factors, both language culture and student culture. The results of this discussion will obtain a description of the difficulties and ease with which people learn a language.

Kardaleska (2006) states that contrastive analysis is an inductive investigative approach based on the typical elements of two languages. So, contrastive analysis as a method of structural analysis of two languages to estimate aspects of differences from them. Contrastive analysis provides an objective and scientific basis for mastering a second language.

The study of language elements was carried out by comparing two linguistic data, namely Indonesian data (L1) and American data (L2). The two language data are described or analyzed, the result will be obtained an explanation that describes the differences and similarities of the two languages. Discussion of the data must also consider cultural factors, both language culture and learner culture. The results of this discussion will get an overview of the difficulties and ease with which learners learn a language. As the constractive analysis is an activity that tries to compare the structure of L1 with L2 structure to identify differences between the two languages. The differences between the two languages obtained and produced through contrastive analysis, can be used as a basis for predicting or predicting the difficulties or constraints of language learning that will be faced by learners, especially in L2 learning (Tarigan, 2009).

Methodology

Research Methods

This study used descriptive methods. The study used with content analysis techniques consisting of the sentence patterns of American and Indonesian imperative politeness. The review used in this study was an interactional sociolinguistic review proposed by Gumperz (2002), while the contrastive analysis method used is the method proposed by Mahsun (2005), namely the extralingual equivalent method. The extralingual equivalent method is one method of analyzing languages synchronously.

Sources of Research

Data Sources of research data were qualitative data sources from the American and Indonesian imperative sentences of politeness. Sentences are taken from News column in The Jakarta Post and Kompas on April 2020 – April 2021.

Data Collection

The techniques in this study used documentation studies with note taking techniques. The note taking technique is done by recording on a 15 x 7 cm data card, followed by the classification of sentence patterns.

Figure 1. Data Chart

DATA CHART	
No. Data:	
Imperative Sentences: American (L2) – Indonesia (L1)	
Sentence: L2	Sentence: L1
.....
Sourch	Sourch
Analysis:	
L2:	
L1:	

Data Analysis

The data analysis method used to compare the L2 and L1 Imperative Sentences of Politeness based on the pattern of the sentence with the

descriptive contrastive method. The descriptive method is used to describe the problems that are the topics in this study, so that a more detailed discussion is obtained. The contrastive method is used to compare the L2 and L1 Imperative Sentences of Politeness patterns in order to obtain L2 and L1 differences based on the sentence patterns. The data is then analyzed so that the problems that are the topic of this research can be resolved. The steps taken in this study areas follows. (1) Classify the imperative sentences of politeness based on sentence patterns L2 and L1. (2) Finding different forms of sentence patterns, the imperative sentences of politeness in L2 and L1. (3) Describe the form of the differences in the imperative sentences of politeness in L2 and L1 based on the sentence patterns.

Checking The Validity of The Data

To check the validity of the data . it analyzed of the credibility, transfertility, dependability, and confirmability.

1. The researcher test the credibility, used triangulation.
2. The researcher applied the transferability test by providing a detailed, clear, and systematic description of the research results.
3. The researcher applied the dependability test by conducting an audit in a way that the researchers consult again with the supervisors (Dr. Wahidi, M.Pd and Dr. Yusri, M.Pd), then the supervisors audit the entire research process.
4. The researcher applied the confirmability test, by re-testing the data by increasing persistence, peer discussion, and using reference materials.

Findings and Discussion

The Differences Between American and Indonesian Imperative Sentences of Politeness in News Media

The differences between American and Indonesia imperative sentences of politeness in news media are both in the bald of record and positive politeness strategy.

The difference is in the bald on record of politeness strategy

The difference in the bald on-record of politeness strategy is the use of American politeness marker “please”. In American, the politeness marker “please” can be placed both at the beginning or at the end of the sentence. The use of politeness marker “please” is placed at the beginning of the sentences are shown in the below sentences.

- (1) Pak Nadiem, **please** send the kids back to school.
- (2) **Please** be more careful, especially when it comes to data, numbers and legal matters. Don't trust information without verifying it first.
- (3) **Please** don't produce and spread hoaxes. It is harmful for everyone.
- (4) **Please** don't be poisoned by the negative content from the toxic couple Adhiguna and Sabrina. Whoever they are, child marriage can never be justified. The country is waging a battle against child marriage, please help me report their YouTube account.

The use of politeness marker “please” is placed at the end of the sentence as shown in the below sentences.

- (5) Minister Nadiem, visit children in eastern Indonesia, **please**.
- (6) Don't kill us, **please**: Doctor mourns death of colleagues in fight against COVID-19.

In Indonesian, politeness marker “tolong”, “harap”, or “silahkan” can

only be placed at the beginning of the sentence, as shown in the below sentences.

- (1) *Izin Pak Bupati, **tolong** pakai masker.*
- (2) *Kamu sudah menurunkan berat badan. **Tolong** berhati-hatilah. Penggemar akan sedih.*
- (3) ***Tolong** jangan meretas akun Instagram adikku dan menghubungi keluargaku lalu mengancam hidup mereka.*
- (4) ***Tolong** jangan salah paham, dia menjadi pria dewasa.*
- (5) *Tapi, **harap** saling menjaga jarak.*
- (6) ***Silahkan** datang ke MK, tidak usah pakai people power.*

The differences between American and Indonesia imperative sentences of politeness in news media is in the bald on-record of politeness strategy. Brown and Levinson (2004) argue that bald on-record strategy is the concept of politeness carried out without further ado, the speaker tells the listener what he wants, for example, "Do your homework!" Brown and Levinson (2004) states that the use of bald on-record whenever the speaker wants to do an FTA with more than he wants to satisfy the listener's face.

The difference is in the positive politeness strategy

The difference in the positive politeness strategy is in the syntactic point of view, namely the use of “How about”. “How about” itself is a form of question that is usually used to suggest something. The positive politeness strategies in American are shown in the below sentences.

- (7) **How about working** from home now?
- (8) **How about practicing** good hand hygiene?

It isn't found in Indonesian imperative sentences of politeness in news media.

The differences between American and Indonesia imperative sentences of politeness in news media is in the positive politeness strategy. According to Brown and Levinson (2004), positive politeness is used to show intimacy to the interlocutor who is not someone close to the speaker. Wardaugh (2006) states that positive politeness in interacting is used by offering friendships and the use of informal language so that partners are perceived as familiar and not face-threatening. To show understanding of the interlocutor as a member of the group, the speaker and partner support each other and admire the partner's condition, using funny words, nicknames, and hospitality (Eckert & McConnel-Ginet, 2003).

The Similarities Between American and Indonesian Imperative Sentences of Politeness in News Media

The similarities between American and Indonesia imperative sentences of politeness in news media are in the bald on-record and positive politeness and negatives politeness strategy.

The Bald On-Record of Politeness Strategy

The bald on-record politeness strategies in American imperative sentence of politeness in news media are shown in the below sentences.

- (9) So **remember**, every time we go out our presence could threaten someone else's life.
- (10) So **stop** the politicization of vaccines; **stop** vaccine nationalism.
- (11) The problem is, can we actually guarantee that a certain family member has heeded the protocols? Therefore, **follow** the health advice properly so that

we can take off our masks inside the house.

- (12) **Stay** sane in healthier workplace environment amid pandemic.
- (13) **Allow** students to share what they feel to avoid pandemic depression.
- (14) **Be patient**, your draft of the omnibus bill is still being discussed.

In Indonesian, imperative sentences of politeness in the news media also begin with the verb added by the suffix 'kan' or the particle 'lah' to emphasize the command.

- (9) **Tanyakan** alasan rekan kerja Anda membenci dan menyebarkan berita bohong.
- (10) **Dengarkan** alasannya.
- (11) **Abaikan** sejenak pekerjaan Anda di kantor, **bagikan** waktu luang Anda bersama keluarga di rumah.
- (12) **Gunakan** waktu luang, belajar. Jangan sampai hanya habis di internet.
- (13) **Bacalah** buku-buku yang bermanfaat bagi masa depan.
- (14) **Berbahagialah**, maka penyakit pun menjauh.

The similarity is indicated by the placement of the verb to express an order. It only starts by using the basic form of the verb.

Cutting (2002) says that if a speaker makes a suggestion, request, offer, or invitation in an open and direct way, we say that they are doing an FTA bald on-record, for example "Fix it" or "Give that note to me". Normally, bald on-record will be used if the speaker is not worried about being retorted by the partner. For example, when the danger to the partner's face is less obvious, as in offers, requests, suggestions that entice listeners ("Come in" or "Sit down"); and when the partner is superior to the hearer.

The Positive Politeness Strategy

The positive politeness strategies in American are shown in the below sentences.

- (15) A recent commentary by The Jakarta Post senior editor Mr. Bayuni, “**Democracy in Indonesia is still alive, but it must continue to be push.**” (Positive Politeness Strategy: Avoid disagreement, show the agreement with the partners leading to mechanism, for pretending to agree).
- (16) **How should we define 2020?** Perhaps one will remember it as a time of struggling to stay sane at home, having one’s salary cut, scrambling to find a new job, getting infected with COVID-19 or losing loved ones, the virus has claimed 1.65 million lives globally, with more than 19,200 deaths recorded in Indonesia (Positive Politeness Strategy: Assume Agreement, an indication that the speaker is drawing a conclusion according to the right thinking).
- (17) The employee of a startup company said he boarded the bus at the West Kuningan stop at 8:30 p.m, shouting “**You’re Ahok, aren’t you?**” (Positive Politeness Strategy: Hedge Opinion, the speaker choose to be vague about his/her own opinion, so as not to be seen to disagree).
- (18) If you’re constantly looking but aren’t having any luck, call a friend for a favor. **Having a friend sift through the people they know can widen your search** (Positive Politeness Strategy: Attend to the hearer, the speaker should see side of hearer’s condition).

It is also found in the Indonesian imperative sentences of politeness as shown in the sentences below.

- (15) **Tampaknya dulu, dia biasa-biasa saja, tubuh agak gemuk, tetapi sekarang dia berolahraga secara teratur dan melakukan diet** (Positive Politeness Strategy: Avoid disagreement, show agreement with partners leading to mechanism, for pretending to agree).
- (16) **Apa yang harus kita lakukan ketika menerima informasi?** (Positive Politeness Strategy: Assume Agreement, an indication that the speaker is drawing a conclusion according to the right thinking).
- (17) **Karena harus kerja dan anak tetap perlu didampingi pakai laptop, bukan,**” kata Pertiwi, yang suaminya sedang bekerja di luar kota (Positive Politeness Strategy: Hedge Opinion, the speaker choose to be vague about his/her own opinion, so as not to be seen to disagree).
- (18) **Justru bisa menghasilkan uang sendiri menjadisuatu kebanggaan** (Positive Politeness Strategy: Attend to the hearer, the speaker should see side of hearer’s condition).

According to Bousfield (2008), in its application, positive politeness strategy is functioned as a social groundwork that the speaker isn’t uncertain to minimize the FTA to the addressee’s positive face. Hence, the strategy is not solely associated with face’s redress of the FTA but also employed to show familiarity or closeness between the speaker and the hearer in a various linguistic politeness usage. In American imperative sentences of positive politeness strategy refers to the desire that one’s public self-image by

engaging and authorizing to gain recognition from others.

The Negative Politeness Strategy

The negative politeness strategies in American are shown in the below sentences.

(19) **As this coronavirus is everywhere, can we put aside hostility and even mutual hatred?** We should not help the virus kill us all just because we are too selfish (Negative Politeness Strategy: Be indirect, the speaker is faced with opposing tension's: the desire to give heaven an "out" by desiring to go on record).

(20) From France, we are used to having short names, and Joko Widodo was long for me. "I asked him **'if you don't mind, perhaps I will call you only Jokowi.'**" (Negative Politeness Strategy: Request Forgiveness, the speaker's goal is for the partner to do something).

(21) **So, it is wrong to say that the coronavirus has yet to reach Indonesia. It already did. It just went undetected at least four times!** (Negative Politeness Strategy: Minimize Imposition, used to avoid the hearer's feeling of disturbance in the conversation).

(22) Any decent Indonesian **would tell you that** those commenters hardly represent the nation. Indonesians, by and large, are tolerant. We have to be. Our diversity, whether by race or ethnicity, religion, sexual orientation, requires tolerance to ensure peaceful coexistence across the archipelago (Negative Politeness Strategy: Pluralize the Person Responsible, conveys the

speaker's desire to render hearer that tribute, while fulfilling the practical needs of clarity and on record talk).

It is also found in the Indonesian imperative sentences of politeness as shown in the below sentences.

(19) **Bagi para ibu di Indonesia, maukah Anda membangun hal serupa?** (Negative Politeness Strategy: Be indirect, the speaker is faced with opposing tension's: the desire to give heaven an "out" by desiring to go on record).

(20) **Kalau splitsing itu hanya beda nama orang. Kami mohon diberi waktu untuk memahami surat dakwaan** (Negative Politeness Strategy: Request Forgiveness, the speaker's goal is for the partner to do something).

(21) **Saya sudah selesai, saya akan berhenti bermain** (Negative Politeness Strategy: Minimize Imposition, used to avoid the hearer's feeling of disturbance in the conversation).

(22) **Kami berharap Ibu Gubernur datang dalam rapat paripurna, tapi ternyata tidak datang.** (Negative Politeness Strategy: Pluralize the Person Responsible, conveys the speaker's desire to render hearer that tribute, while fulfilling the practical needs of clarity and on record talk).

Brown and Levinson (2004) states that negative politeness strategy is the strategy that pays attention to the partner's negative face, by respecting the wishes of the partner 's freedom or action. It is a strategy that is oriented to the negative face of the speech partner. The negative politeness is more subtle

than positive one based on the amount of face compensation.

Conclusion

Based on the findings and discussion above, it can be concluded as follows.

Between American and Indonesian imperative sentences of politeness in news media have differences in the use of American politeness marker “please” and “How about”. In American, the politeness marker “please” can be placed both at the beginning or end of the sentence, while in Indonesian politeness marker “*tolong*”, “*harap*”, or “*silahkan*” can only be placed at the beginning of the sentence. And, the use of “How about” isn’t found in Indonesian imperative sentences of politeness in news media.

Between American and Indonesian imperative sentences of politeness in news media have similarities in: (1) the use of the verb at the beginning of a sentence to express an order; (2) a statement about the desire for one's public self-image of involvement and endorsement to get respect from others; and (3) A more polite statement based on the face compensation amount.

Thus, there are differences and similarities in the sentence patterns of American and Indonesian imperative politeness.

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