

LINGUISTICS POLITENESS MARKERS IN AUSTRALIAN EMBASSY IN INDONESIA'S SOCIAL MEDIA

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ABSTRACT:

This article analyzes the types of politeness markers on the social media of Australian Embassy in Indonesia. This research used descriptive qualitative method with content analysis techniques. Data sources taken from Instagram and Facebook which retrieval during 2017. The data was selected based on educational and cultural themed. This reaserch found that there were 55 politeness markers included in 15 forms, there are semoga, kamu bisa, apakah, selamat, bentuk sapaan hormat, ayo atau yuk, bentuk sapaan akrab, sangat dianjurkan, asyik ya, tak sabar, tahukah kamu, sebaiknya, bagaimana, sukses untuk studinya, kami mendoakan yang terbaik, and kami ingin mengucapkan selamat.

Keywords: *politeness; politeness markers; Australian Embassy in Indonesia's Social Media*

INTRODUCTION

Technological developments have brought people into the digital era where the internet and social media are an important part of everyday life. This development also had an impact on international relations including diplomacy. The traditional form of

diplomacy is moving to digital diplomacy which enables all interactions to be established more quickly, openly, and easily accessible to anyone.

Linguistic practices in the international cross-cutting world no longer rely solely on official documents, committee agreements, or world-class

conferences. However, it began to move on small mediums like Facebook, Twitter, Instagram that might look relaxed and informal but instead illustrated how each country tried to establish closeness with people across the world. Online infrastructure contained in digital media such as Facebook has a very important role in redesigning international relations, political dialogue, and cultural exchange. This condition can be interpreted as an effort to create new ideas in a way that is directly relevant to the nature of diplomacy (Jan Melissen and Emillie V. de Keulenaar, 2017). This is currently being practiced by the Australian Ambassador in Indonesia, building diplomacy spaces through social media in Facebook and Instagram.

In diplomacy activities, both traditional and digital, politeness is really needed as a tool to foster and maintain relations between countries. Diplomatic texts require politeness formulas

(Kappeler in Kurbalija, 2001). Politeness serves to avoid conflicts between countries that can occur because communication misunderstandings. Anwar et al (2020) in their article "Interpreting Impoliteness in Indonesian Language: Case of short story "Sore" states that politeness is the relationship between speaker and the listener communicating.

One of the way to find out whether a text is polite or not is to look at the politeness markers contained in it. Previous research by Anwar et al (2019) shown that the using of negative connotation diction could make sentence being impolite. Therefore, this article seeks to analyze the politeness markers of language contained in the Australian Embassy's social media in Indonesia.

METHOD

The method used in this study is descriptive qualitative with content

analysis techniques. The data source used in this study is in the form of public documents originating from the Instagram page of the Australian Embassy in Indonesia with user name @kedubesaustralia and the Facebook page of the Australian Embassy in Indonesia under the name Australian Embassy-Jakarta, Indonesia. Data retrieval is limited to uploads for one year, which is 2017. Then the data is also selected and sorted based on texts with the theme of education and culture with Indonesian language source language and English target language.

RESULT AND DISCUSSION

Based on the results of data collection found 61 texts in which there are 55 politeness markers. The politeness markers consist of 15 forms of politeness markers, *semoga*, *kamu bisa*, *apakah*, *selamat*, *bentuk sapaan hormat*, *ayo atau yuk*, *bentuk sapaan akrab*, *sangat*

dianjurkan, *asyik ya*, *tak sabar*, *tahukah kamu*, *sebaiknya*, *bagaimana*, *sukses untuk studinya*, *kami mendoakan yang terbaik*, *and kami ingin mengucapkan selamat*. The following discussion about the markers of politeness.

a. Politeness marker *semoga*

Politeness marker *semoga* (hope) usually used when expressing a wish to appear polite and refined (Rahardi, 2005). In Australian social media, the embassy often find educational-themed texts whose main topic is Indonesian students who receive scholarships in Australia. At the end of the text or in the middle of the text the Embassy will usually slip their hopes, on the scholarship recipient as shown in the following text.

- *Ketika Alvin Tjitrowirjo mendirikan merek furniturnya, AlvinT, dia membuat rancangan kontemporer yang kental dengan tradisi dan*

budaya Indonesia. (.....) Tahun ini, dia akan memamerkan karyanya di Frankfurt, Milan, New York, dan Paris. Semoga berhasil Alvin!

b. Politeness marker ‘*kamu bisa*’ in indirect sentences

The sentences that begin with expression “*kamu bisa*” (you can) feel more polite when compared with sentences that begin with ‘*kamu harus*’ (you must). In the Australian Embassy’s social media, the frequency of usage politeness marker ‘*kamu bisa*’ ranks second with 7 data. Here is one example.

- *seorang seniman urban Australia Sarah Sculley akan memperlihatkan cara membuat karya stensil yang ceria di Urban Stencil Workshop pada hari Minggu, 8 Oktober. Kamu bisa mengikuti sesi gratis ini dengan mendaftar*
di: <https://www.eventbrite.com/e/urba>

[n-stencil-workshop-tickets-37982701282.](#)

In the text, the Embassy intends to have the reader attend one of the sessions in an art festival event which will be held by the Australian Embassy. In the last sentence the Embassy made the imperative sentence of the order more polite by using the form ‘*kamu bisa*’ (you can) give the reader the freedom to carry out the order or not. Imagine if the phrase replaced by ‘*kamu harus*’ (you had to/you must), then the sentence would seem forceful and would certainly be impolite.

c. Politeness marker ‘*apakah*’ (whether) in the interrogative sentence means pragmatic imperative invitation

The form of politeness markers that are most often used after ‘*semoga*’ (hope) and ‘*kamu dapat*’ (you can) is the question word form. In The Australian Embassy social media found 6 texts that

use politeness markers. Consider the following data.

- *Apakah kamu tertarik membuat perubahan dan menerapkan apa yang telah kamu pelajari ke masyarakat?*

Note the text above, pragmatically, the Australian Embassy actually wants to invite readers to make a change in society. However, the invitation becomes polite when expressed in the nonimperative form, namely in the form of interrogative. When expressed in an interrogative form, the sentence turns into an indirect invitation sentence.

d. Politeness marker ‘selamat’ (congratulation) in the imperative sentence

The next discovery in this study is the use of the *congratulation* marker contained in 5 texts. The imperative sentence of congratulation is quite

commonly found in the use of Indonesian. This is part of the culture of Indonesian people that in a certain event, especially a pleasant one, Indonesian people will usually congratulate each other. By congratulating each other, the communication that is established will be polite. The following is an example of a congratulatory greeting made by the Australian Embassy in its social media.

- *Selamat kepada enam cendekiawan luar biasa Indonesia yang menerima penghargaan Australia Awards Hadi Soeastro Prize & Allison Sudradjat Prize.*

e. Manners marker as a respectful greetings

The use of greetings or addresses in the form of imperatives can make speech more polite (Widarwati, 2014). In the Australian Embassy's social media found several uses of the etiquette markers.

Giving greetings respect both at the beginning, in the middle, and at the end of the sentence is able to give the impression of respect or appreciation to the intended object. So that the text becomes more polite and smooth. The forms of respectful greeting vary depending on the object to which the Australian Embassy is addressing. In this study found 4 forms of respectful greetings namely Indonesian Researcher Women, Indonesian Artists, Indonesian Teachers, and Indonesian Artists. The following is an example of a text containing the greeting.

- **Perempuan peneliti Indonesia!**
Australia-APEC Women in Research Fellowship adalah peluang emas untuk mengembangkan kemampuanmu.

f. Politeness markers ‘ayo, yuk’ (let’s) in imperative sentence

The use of marker ‘ayo’ (let’s) especially at the beginning of a sentence, can change an imperative sentence sent to an imperative invitation. Sentences that invite will be more polite than sentences that are ordered, because in the invitation sentence the parties involved are the speaker and the interlocutor so that in the speech both parties are saved. In this study, there were 4 texts that were found to contain politeness marker ‘ayo’ (let’s). The following is an example of its use.

- **Yuk,** *ikutan daftar HPascasarjana Australia Awards yang dibuka hari ini!*
- **Ayo** *bantu kami berkontribusi menuju Indonesia yang lebih sehat dengan mencuci tangan!#HariCuciTanganSeduniatilo*

Consider the example above, the first text of the Embassy invites the reader to attend the Australian Awards Postgraduate Scholarship by using a

politeness marker at the beginning of the sentence. Imagine if the decency of 'yuk' is removed, then the sentence will be a sentence that seems forced and less polite. Then in the second example, it appears that the Australian Embassy is avoiding coercion by using a modesty sign. The presence of this marker gave rise to the impression that the World Handwashing Day activity was carried out jointly between the reader and the Australian Embassy, so as not to impose such activities only on the reader alone. This lower level of coercion is what makes the presence of the word come or 'yuk' able to present polite imperative sentences.

g. Manners of familiar greetings forms

(Makassar, Surabaya)

In each culture, the use of greetings is a form of custom. Pragmatically, one of the functions of greeting expression is as a marker of politeness (Zwicky: 1974).

Quirk et al divide greeting expressions into eight categories, one of which is the familiar greeting which is usually spoken in the form of nouns (Isa, 2015). The familiar greeting is used to greet strangers with familiar and intimate expressions. In this study found two texts that use familiar greetings in the form of nouns, the following text.

- Halo **Makassar!** Apakah kamu sedang mencari beasiswa untuk belajar di #Australia? Ingin tahu lebih banyak tentang pendaftaran beasiswa Australia Awards – Endeavour Scholarships and Fellowships dan mencoba tes IELTS? (26/190517/Fb/Pend-a)

h. Politeness marker 'sangat dianjurkan' (highly recommended)

in the declarative sentence

In the Australian Embassy's social media, it was found that two texts

containing imperative sentences of suggestion with politeness markers were 'sangat dianjurkan' (highly recommended). In this case the word really does seem to give rise to a 'necessity', but with the word recommended it makes this sentence more polite because it is able to present the impression of freedom because even if it has to, it is only limited to giving advice that the speech partner might not do. It is different if the text is marked with an imperative must, then the value of politeness is lost. Here is the text.

- *Beasiswa Australia Awards telah dibuka hingga 30 April 2017. Perempuan, orang dengan disabilitas, dan mereka yang berasal dari Aceh, Nusa Tenggara Timur, Nusa Tenggara Barat, Papua, Papua Barat, Maluku, dan Maluku Utara sangat dianjurkan untuk mendaftar. Informasi lebih lanjut: <http://bit.ly/2lRly28>.*

i. Politeness marker 'tak sabar' (can't wait)

In this study found two texts that contain impatience politeness markers. Its presence in the text changes the imperative form of the request to be implied and indirect. Consider the following data.

- *Mereka akan akan menghabiskan waktu dua minggu di QUT (Queensland University of Technology) bulan depan sebagai bagian dari #TechScaleUpID. Selamat menikmati waktu terbaikmu di sana dan kami **tak sabar** ingin dengar cerita kalian!*

The text actually aims to ask scholarship recipients to share their experiences while in Australia. However, the request was expressed indirectly by showing the Embassy's interest through

impatient markers. Markers impatience politeness that is inserted at the beginning of the sentence 'want to hear his experience there!' This is a declarative sentence meaning pragmatic imperative demand. With the impatient marker, the sentence becomes impressed not force.

j. Politeness marker 'asyik ya' (have fun)

In the Australian Embassy's social media found a text containing the exclamative sentence 'asyik ya' (have fun). This sentence is intended to show admiration for the student exchange program to be implemented by the Australian embassy. The exclamation sentence is a sentence that is substantially polite because it tries to give an appreciation or a more assessment of a phenomenon. Consider the following data.

- Melalui program pertukaran, para pelajar SMA Muhammadiyah 2 Surabaya dapat merasakan hidup di #Australia. Selain belajar di Goulburn Valley Grammar School (GVGS) di Shepparton, Victoria, mereka juga mengajarkan bahasa dan tarian tradisional Indonesia kepada teman-teman Australia mereka yang baru. Selama 11 hari, mereka tinggal bersama dengan orangtua angkat mereka dan belajar mengenai budaya setempat. Di waktu luang, mereka mengunjungi Kyabram Fauna Park untuk melihat fauna Australia dan bermain kano dengan teman-teman Australia. *Asyik ya!*

k. Politeness marker 'tahukah kamu' (did you know)

In the Australian Embassy social media found a text that begins with an interrogative sentence meaningful declarative pragmatics. This interrogative

sentence contains politeness with a marker you know. The marker changes the construction of the declarative sentence into an interrogative sentence, so that the sentence becomes more polite. Did you know? Basically this text wants to inform the reader about the results of a financial institution survey. If the first sentence is only a declarative sentence, then as expressed by Leech, the sentence does not require an element of politeness, because illocutionary has no social function. However, when the sentence is changed to an interrogative form, the sentence becomes more communicative, so that it needs to pay attention to politeness. Consider the following data.

- *Tahukah kamu bahwa perempuan di #Indonesia lebih cenderung menjadi 'bos keuangan' di dalam rumah tangga daripada laki-laki? Ibu Theresia, yang memiliki warung di Kupang, mengatakan bahwa dia*

bertanggung jawab atas keuntungan warung dan juga gaji suaminya...

I. Politeness marker 'sebaiknya' (should) in declarative sentences meaning imperative pragmatic suggestions

In the Australian Embassy social media found a text that contains politeness marker 'sebaiknya' (should). The text contains information about an activity to be held by the Australian Embassy in Jakarta. At the end of the text the Embassy gave a suggestion or suggestion to the reader to register to participate in the activity because the event was limited to only 50 participants.

The recommended sentence is refined by the politeness markers should be contained in the sentence 'This program is free of charge but limited to 50 people so you should immediately register'. With this marker, the sentence that should be in the form of an order (you immediately

register) becomes a more polite suggestion.

m. Politeness marker 'bagaimana' (how) in interrogative sentence

In Indonesia, there is a culture called 'pleasantries' (*basa-basi*) in which a sentence that is usually in the form of a question is asked not to convey information but only as a form of courtesy, for example asking someone's news or situation. In Indonesian culture this is one form of maintenance of social relations. In the Australian Embassy's social media found a text that contains small talk. Consider the following data.

- *Ryo Febryo sedang studi di Universitas Melbourne, namun bukan berarti dia melewatkan perayaan Idul Fitri di Australia. Ryo mengundang teman dari Amerika dan Chili ikut ke perayaan di KonJen RI untuk mencicipi hidangan khas saat*

Lebaran. Pelajar lain dari Universitas Melbourne, Ida Agustina, merencanakan makan bersama sahabat dan teman serumah. "Kami mengundang teman dari negara lain juga, seperti Pakistan, Peru, dan Kolombia." Bagaimana perayaan Lebaran kalian?

If we look at the text above, what the Australian Embassy actually wants to convey is about the celebration of Eid al-Fitr a student from Indonesia. The text then ends with a preamble question asking about the Eid celebration of the readers. The question becomes more polite when expressed indirectly using the question *how*. Imagine if the word *how* was removed, the interrogative sentence would be "your Lebaran celebration?" Functionally, the question still seems straightforward, but with the question *question* pinned, the

interrogative sentence becomes more polite.

n. Politeness marker ‘*sukses untuk studinya*’ (good luck for your study)

Giving prayer or hope to others is a form of courtesy. It shows that we recognize the qualities that a person has and contribute to providing support by raising good wishes. This was done by the Australian Embassy to Australian Awards participants who would get a two-week study scholarship at Griffith University. This expectation is marked by the expression of success for his study. Consider the following data.

- *Kelompok peserta Australia Awards dari kementerian pemerintah Indonesia dan perusahaan air minum ini akan berangkat ke Australia bulan depan untuk kursus selama dua minggu di Griffith University... **Sukses untuk studinya!***

o. Politeness marker ‘*kami mendoakan yang terbaik untuknya*’ (we wish him all the best)

Giving prayer or hope to others is a form of courtesy. It shows that we recognize the qualities that a person has and contribute to providing support by raising good wishes. This was done by the Australian Embassy to Chindy Chresna Agung Bujana, one of the recipients of the Australia Awards scholarship. That hope is marked by the expression we wish him all the best.

- *Chindy Chresna Agung Bujana, penerima beasiswa Australia Awards dari Kementerian Keuangan Republik Indonesia, berencana belajar S2 dalam bidang kebijakan dan manajemen publik di University of Melbourne tahun depan. **Kami mendoakan yang terbaik untuknya.***

CONCLUSION

Based on data collection it can be concluded that during 2017, in the Australian Embassy social media found 55 politeness markers consisting of 15 forms as previously discussed. Of the fifteen forms of the markers, nine of them are used in the text of the imperative or imperative construct, both directly and indirectly expressed in nonimperative sentence form. This indicates that the Australian Embassy was very careful when wanting to give orders or commands to readers. The forms of orders which are expressed indirectly, using the forms of advice, invitations, and so on are proof that in the social media text the Australian Embassy strongly emphasizes politeness.

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