

POLITENESS MAXIMS AS A POSITIVE AND NEGATIVE SPEECH ACT BY THE CHARACTER "HABIBIE & AINUN" (2012)

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ABSTRACT

A language is a tool for communicating in social life between individuals. Language makes people interact with each other. While the maxims is an important aspect of language so that the delivery and acceptance run well without causing problems in the future. This research uses a qualitative approach method with the analysis method, to conduct an in-depth analysis related to the findings of data from the film "Habibie & Ainun". Data retrieval is carried out by researchers with purposive sampling techniques where the selection of data and its use is only following the purpose of the study. The results showed that in the film "Habibie & Ainun" the characters more often use positive speech following existing norms and cultures.

INTRODUCTION

Language is a tool to communicate in social life between individuals. Language makes humans interact with each other Nisja through [Gunawan \(2013\)](#). Language is the result of human thinking that regularly uses tools and sounds. While politeness in language is an aspect of communicating so that it runs well without causing problems between individuals. Politeness is a term that has to do with respect, attitude, behavior, or politeness. In its application to everyday life, politeness and good and proper behavior are related to non-verbal behavior ([Yulia et al., 2019](#)). Language is a communication tool that everyone uses in their daily lives to transmit their meaning and actions ([Rabiah, 2018](#)). Moreover, In general, humans cannot be isolated from the use of language in everyday life. A person can express his opinion (ideas/ thoughts) as well as his desire to convey his opinions and facts through language ([Budiyo, 2021](#)).

This study is a branch of pragmatics The structure of the language is reviewed in the branch of linguistics pragmatics which is used as a means of communication between one another, also becomes a reference in grammar in lingual literature which is related to elements that are not included in language, for example the meaning to be conveyed, information , as well as context and speech ([Verhaar, 1996](#)). According to [Brown and Levinso \(1987\)](#) positive speech act compensation has the aim of creating a good image for the listener and speaker. While negative politeness is often used when the speaker does not want to offend the listener when communicating ([Cahyaningsih, 2013](#)). Moreover, positive politeness emphasises

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obligations above rights, which means that its techniques interact with the situations in which they are implemented (Prayitno, et al., 2022).

The above understanding can be concluded that language politeness is a procedure for communicating verbally. In terms of language we have cultural norms, which are the rules in conveying what we think. Taracara discusses using the norms and culture found in the community where they live. Language procedures are very important for fluent communication. Therefore, language procedures are expected to receive more attention so that what is conveyed can be well received without causing problems in the future. Given that often people who use speech that is not in accordance with language procedures are considered as arrogant, arrogant, naughty, disrespectful, do not know manners, even uncultured.

Based on the background of the problem above, the researcher is interested in conducting a research entitled "Speaking Politeness as Positive and Negative Speech Acts by the Characters of "Habibie & Ainun" (2012)". How the characters perform positive and negative speech acts, and how the characters communicate. The role of norms and culture in speech acts is certainly very important, therefore communication can run smoothly without causing problems in the future.

METHOD

This study uses a qualitative approach with analytical methods, to conduct an in-depth analysis related to data findings from the film "Habibie & Ainun". Qualitative research has the aim of investigating, describing, explaining, and knowing the quality of the film as a result of social influences that cannot be measured and explained through a quantitative approach. While content analysis is a technique of analyzing data from communication between individuals that has occurred in certain situations (Saryono, 2010).

The data of this research comes from the results of watching, studying, and analyzing the film "Habibie & Ainun" which was released in 2012 which was directed by Faozan Rizal. Data retrieval carried out by researchers with purposive sampling technique where the selection of data and its use is only in accordance with the purpose of the study. To check the validity of the data, this study uses analytical techniques, including:

- 1) Collecting data in accordance with the research, namely the use of positive and negative speech acts in the film;
- 2) Grouping data by type, positive and negative speech act politeness;
- 3) Make conclusions based on research results.

RESULTS AND DISCUSSION

The following presentation is the result of positive and negative speech act politeness findings performed by the characters in the film "Habibie & Ainun" in the current situation, their use, and explanations:

Datum 1: Politeness of Positive Speech Acts

Ainun: Mr. Imam Sukotjo said that they did not refuse, but the industry was not ready.

In the dialogue above, it is shown that Ainun re-emphasized the purpose of the letter received by Habibie, in which Habibie had sent a letter to the ministry in Indonesia to propose himself as an aircraft maker and promote industry in Indonesia. However, the letter that came was a statement that the industry in Indonesia was not ready to make airplanes. Ainun, who saw Habibie saddened by the arrival of the letter, tried to tell Habibie again that Indonesia had

not refused, it was just not ready. Ainun's presentation made Habibie look better, because refusing and not being ready of course had a different meaning. [Anisah and Nurul \(2021\)](#) citing Brown and Levinson defines that one of the reasons for positive speech acts used by speakers is to pay attention to wants, likes, and needs. This explains that Ainun paid attention to Habibie in his words above.

Datum 2: Politeness of Positive Speech Acts

Sumohadi: "This lady is as beautiful as Ainun. I don't know this, who is lucky?"

Habibie: "Of course I am."

The remarks conveyed by Sumohadi's character to Ainun at the party about how beautiful she is, shows that she conveys a compliment or praise to Ainun who is the wife of Habibie who is talking to him. The enthusiasm that Habibie expressed as a lucky person to be able to get Ainun certainly got a happy smile from Ainun. Ainun and Habibie expressed happiness by smiling and laughing at that moment. The speech delivered by Sumohadi was a positive speech act which brought happy laughter from Ainun and Habibie.

Datum 3: Politeness of Sumohadi's Negative Speech Acts

Sumohadi: "This clock is not left behind, this is indeed for you, sorry it's not much."

Habibie: "Sorry, I can't accept it. Pak Hadi, if you want to follow something then you can submit a proposal to me, then you can join the project. It's not like this."

In this speech, Habibie said that the actions taken by Sumohadi were wrong, because they did not comply with the proper procedure, namely bribing in order to participate in the project. The action taken by Sumohadi certainly received a negative response from Habibie. He bribed Habibie to be involved in the ongoing aircraft construction project.

Datum 4: Politeness of Negative Speech Acts

Journalist 1: "Would you like to hear the story of the war in Iraq, sir?"

Reporter 2: "What is it?"

Journalist 1: "The story is in Iraq, mas. So the American plane is passing by, mas, I'm sorry.... Shoot and shoot, but the plane just passed. Well, this is from Indonesia, too. Ngueng.... Shoot shoot shoot, what do you want to shoot? Later it will fall on its own hahahaha."

In the conversation above, it can be seen that the journalists underestimated the hard work of the nation's children led by Habibie. This certainly offended Habibie, who at that time was accidentally in the same room but was blocked by a booth with reporters. Speech made by journalists creates negative feelings which means this is a negative speech act.

From the discussion above, it can be said that the characters in the movie "Habibie & Ainun" have used positive and negative speech acts based on the context of the communication situation. As already mentioned, politeness in language and speech acts is an effort to establish good relationships with other human beings. Good speech can minimize conflicts that will occur in the future.

CONCLUSION

Based on the researcher's findings, it can be concluded that the characters in the film "Habibie & Ainun" use positive speech acts to their interlocutors according to the norms and culture around them. Therefore, say and say good things and do good actions according to the existing language politeness. In terms of communication, the language used must be paid more attention so that our interlocutors feel respected so that we as speakers will be respected as we respect them.

In the film "Habibie & Ainun" which was released in 2012, it also shows how positive and negative speech acts are, but the characters use more positive speech acts. Meanwhile, negative speech acts are used less frequently.

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