

## INTERPRETING IMPOLITENESS IN INDONESIAN LANGUAGE: THE CASE OF SHORT STORY "SORE"

Miftahulkhairah Anwar<sup>1\*</sup>, Fachrur Razi Amir<sup>2</sup>, Zulfa Yuniarti<sup>3</sup>

<sup>1</sup>Universitas Negeri Jakarta, Indonesia, <sup>2</sup>Universitas Djuanda Bogor, Indonesia, <sup>3</sup>Social Media Specialist at PT. ICD, Indonesia.

Email: <sup>1\*</sup>miftahulkhairah@unj.ac.id, <sup>2</sup>fachrur.razi.amir@unida.ac.id, <sup>3</sup>zyuniarti@gmail.com

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### Abstract

**Purpose:** In this short story, the author describes the experience of a man as an online motorbike driver. What is interesting to observe is the use of language between online driver and his three consumers, especially in terms of politeness in language. Implicitly, this short story illustrates the relationship between politeness in language with other factors outside of language, namely technological sophistication and power. Therefore, this research attempts to analyze the language impoliteness in the short story by title "Sore".

**Methodology:** In this article used the descriptive qualitative method. The data source comes from the "Sore" short story taken from the Facebook fan page. The descriptive method is carried out in several stages, namely the stage of data collection, data analysis stage, and data presentation stage.

**Main Findings:** The study shows that the short story by title "Sore" containing about 60% of impolite utterance and about 40% is polite utterance. Language impoliteness found in this short story mostly triggered by utterance that does not obey the principles of tact maxim, generosity maxim, and sympathy maxim. This impoliteness is characterized by diction having negative connotations, sentences using the direct command, coercive sentences, accusative sentences, derogatory sentences, abusive sentences, arrogance sentences, and physical violence.

**Applications:** This research applicable used as the model in understanding or interpreting language impoliteness in a text.

**Novelty/Originality:** This short story show that language politeness is no longer merely determined by age and gender. This short story shows the relationship between the sophisticated technology, power, and religiosity with language politeness. The more the high the technology, the more the lack of the politeness of the language. Using the sophisticated technology which is not accompanied by spiritual awareness it is potential to scrape the values of politeness and ethics of language.

**Keywords:** *Language Politeness, Language Impoliteness, Short Story, Indonesia Language, Social Media.*

### INTRODUCTION

Although fictional, short stories are portraits of human life in the real world. Short stories often describe the real reality of the world. A short story is a form of fictional narrative prose that is arranged in such a way by the author in a solid form and direction to the goal.

In this era of globalization, short story writing is no longer tied only to the print media space but penetrated into the digital world. One of them is writing a short story on a *fan page* account Facebook, a social media. Easy access to the internet makes the presence of short stories on social media Facebook attract netizen attention. Anyone can make a short story without exception. Therefore, talented young writers fulfill the universe of Facebook.

[Manduric \(2016\)](#) in his article "Social Media as a Tool for Information Warfare" states that social media as a weapon of mass destruction and a trigger for conflict, acts as a weapon of words that affects the hearts and minds of targeted netizens. This opinion is reinforced by several quantitative data that show the increasing use of hate speech on social media. Quoted from page Kominfo (2019) there are 1.731 cases of hoaxes or negative content on social media in the period of August 2018 to March. This condition has a destructive power because its spread is very fast and can generate very strong emotions. Therefore, the digitalization era marked by openness and freedom has implications for the use of Indonesian on social media which tends to be provocative, full of blasphemy, vulgarity, sarcasm, destructive, and disgrace, the netizen comment column.

The increasing use of language impoliteness on social media is interesting to observe. Short stories as a literary work are usually formed from the language with a sense of beauty and still pay attention to the principle of politeness between characters. The principle of politeness has relevance in interpersonal communication in short stories. Although short stories are imaginative works, short stories are reflections and portraits of real life. Therefore, the dialogue between the characters in the short story also shows that there is a fall in the principle of politeness, namely the need for the characters to maintain their "face" or self-esteem that they mean in front of others. In connection with this, everyone has two interrelated faces: positive face and negative face. Positive face is the desire of every person so that every action is recognized and valued by others, while a negative face is the desire of everyone to be free from distractions, and all their actions are not prevented by others. However, has the digitalization era impacted the use of the language of short stories

on social media? This is certainly interesting to study. Therefore, this study examines the politeness of language in a short story on social media titled “Sore”.

This short story “Sore” tells the story of an online motorbike driver with his customers. At the beginning of the story, the main character tells his life in 2044 with sophisticated technology. There is no dialogue at the beginning of the story. It only contains a portrait of a completely digital future of life. The vehicle is no longer described manually as it is now but is assembled with super-sophisticated technology. There is no dialogue because everything is set by the machine. Dialogue arises when the main character tells about his experience of being an online motorcycle taxi driver a few years ago. This short story was published on a fan page on social media Facebook. What's interesting about this short story is the portrait of three episodes of life presented by the author. The first life portrait is the experience of online drivers with female consumers. The second life portrait is the experience of online drivers with teenage boys. The third life portrait is the experience of an online driver with an old man. The three life portraits are presented with different diction. What needs to be examined is the use of language used by the characters in the story. An online, fast, and practical life has an impact on language choices that are also structured in a direct, imperative, and no-nonsense way. In the Indonesian context, speeches that are considered polite are indirect speech in the form of long sentences, sometimes even containing small talk. The language phenomenon presented by the author in this story is interesting to study, especially in terms of politeness between speakers. In this short story, the characters presented use a form of language impoliteness rather than politeness in language. The increasing technological sophistication described in this short story is not in line with the language used by the characters. This condition is certainly interesting to study. This research focuses on dialogue which includes forms of impoliteness in Indonesian.

## LITERATURE REVIEW

Politeness is a system of human relations created to facilitate relations by minimizing the potential for conflict and resistance inherent in all human activities. Decency in speaking can be achieved if the maxims of politeness are carried out properly. The word politeness can be interpreted differently depending on the perceptions of the translator itself. For example, in the Large Indonesian Language Dictionary, the word politeness that has a polite basic word means smooth and kind (mindfulness of language, behavior), patience and calm, polite. Politeness is the relationship between the speaker and the listener communicating.

Each language has different politeness norms as a country adheres to a different culture. This is explained by [Tretyakova \(2016\)](#) in the following article.

*Politeness is a universal term is interpreted as a desire to be 'nice' to other people in order to create positive communicative relations. This understanding of politeness is close to moral and ethical norms accepted in the society and it is connected with customs of social and individual behavior in different types of environments.*

Research on language impoliteness has not been widely studied. Most studies prefer politeness titles to language impoliteness, as ([Aminah, 2017](#); [Christie, 2015](#); [Hambali & Novia, 2017](#); [Jahdiah, 2018](#); [Kariithi, 2016](#); [Nurjanah et al., 2017](#); [Pramujiono & Nurjati, 2017](#); [Ryabova, 2015](#); [Van der Bom & Grainger, 2015](#)). Although the title offered by the writing is language politeness, the content presented is exposure to fulfillment and violations of the principle of politeness.

Regarding language impoliteness, [Leech \(2016\)](#) states that language impoliteness arises because speakers do not pay attention to the maxim of politeness. According to him, each maxim has its own criteria. The criterion of tact maxim, namely to make one's own losses and maximize the benefits of others. The criteria for generosity maxim, namely reducing self-profit and adding self-sacrifice. Criteria for approbation maxim, namely criticizing others as little as possible, and giving praise to others as much as possible. Modesty maxim criteria, namely being humble by reducing praise to himself. The maximum criteria of agreement maxim, that is, can mutually foster compatibility or consensus in speaking activities. Sympathy maxim criteria, namely maximizing the attitude of sympathy between one party and the other.

[Culpeper et al., \(2017\)](#) give the definition of impoliteness as follows.

Impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. It is sustained by expectations, desires and /or beliefs about social organizations, including, in particular, how one person's or a group's identities are mediated by others in interaction. *Situated behaviors are viewed negatively—considered 'impolite'—when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be.* Such behaviors always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offense. Impoliteness comes about when: (1) the speaker communicates face-attack *intentionally*, or (2) the hearer *perceives* behaviors as *intentionally* face-attacking or a combination of (1) and (2).

According to [Anwar \(2019\)](#), impoliteness is characterized by the existence of lingual units that ignore the logical aspects, use verbal violence, use inappropriate designation markers, use insults in greeting, carry out scare actions,

commit insulting actions, underestimate the speech partner, identify someone with the animal world, identify someone with goods, nuances of humiliation, emotion, vulgar nuances, mixed language, and using certain icons.

According to [Pranowo & Sari \(2013\)](#), markers of language usage that are not polite can be identified as follows: (1) speakers express criticism directly or (striking speech partners) with harsh words, (2) speakers are driven by emotions when speaking, (3) the speaker is protective of his opinion, (4) the speaker intentionally wants to discredit the speech partner in speaking, (5) the speaker conveys the accusation on the basis of suspicion of the speech partner.

Impoliteness is related to the emotions of speakers and opponents of speech. This is illustrated by Parkins (2012) in the research "Gender and Emotional Expressiveness: An Analysis of Prosodic Features in Emotional Expression". According to him, there are 6 forms of emotional markers, namely punctuation (punctuation marks in the form of exclamation points or question marks); full stops (dots or dots); capitalization (capitalization); additional letter, additional emoticons, laughter (laughter). From the 6 markers above, use punctuation (punctuation marks in the form of exclamation points or question marks); capitalization (capitalization); and emoticons are often used as a sign of anger. The use of punctuation in the form of exclamation marks and capitalization is a sign of angry emotions in verbal form and the use of emojis is a sign of angry emotions in a nonverbal form. Verbal messages in the process of communicating are related to words and meanings, language and thinking.

Research related to language impoliteness has been conducted, including by ([Anwar, 2013, 2014, 2018](#); [Culpeper, 2015](#); [Culpeper et al., 2017](#); [Olorunleke et al., 2017](#); [Prakash & Kumar, 2017](#); [Rasyikin, n.d.](#)). These studies focus on language impoliteness in natural language phenomena. For example, an analysis conducted by Culpeper in a case study: "Lose some Weight Baby Girl". Culpeper put analysis into three concepts, namely: context, power, and impoliteness formula. In the analysis, he showed the relationship between language impoliteness with ideological factors. Likewise, some previous studies focused more on the status of accounts on social media, not on the fictional genre on social media. Therefore, this research focuses on "Sore", short stories uploaded on Facebook social media.

## MATERIALS AND METHODS

In general, this study uses a descriptive qualitative method, which describes the maxim of impoliteness which is contained in a short story by title *Sore* (afternoon) written by Surya Ramadhana. The data are taken from this short story concerning the dialogue between the driver online and his customer (done) The data source comes from the "Sore" short story taken from the Facebook fan page. The descriptive method is carried out in several stages, namely the stage of data collection, data analysis stage, and data presentation stage.

The data collection phase is done using reading techniques and proficient free listening techniques. This technique is carried out to listen carefully to the use of the language used in both collections of short stories. Along with the listening process, a note-taking technique is also carried out to obtain data from the referral process. The data analysis stage uses techniques: 1) data reduction which includes identifying, recognizing, and coding about Indonesian lingual units of impoliteness on Twitter; 2) analysis of speech data that contains language impoliteness by paying attention to aspects of context, power, and language impotence formulation; 3) verification of data interpretation.

## RESULTS

The politeness meant in this paper are six maxims as postulate by [Leech \(2016\)](#): (1) Tact Maxim (2) Generosity maxim, (3) Approbation maxim, (4) Modesty maxim, (5) Agreement Maxim, and (6) Sympathy maxim.

The basic idea of politeness is that the speech participants should stick to the principle of always reducing their own profits and maximizing the benefits of others in speaking activities. The basic idea of the maxim of generosity or the maxim of generosity is that the participants are expected to be able to respect others. Respect for others will occur if people can reduce their own profits and maximize profits for others. The basic idea of reward maxims is that people will be considered polite if in speaking they always try to give appreciation to others, do not mock each other, berate each other, or demean each other. The basic idea of the simplicity maxim or maxim of humility is that the participants are humble by reducing praise to themselves. People will be said to be arrogant and arrogant when speaking activities always praise and favor themselves. Gagasar the basis of the maxim of consensus is that the participants can develop mutual compatibility and agreement in speaking activities. If there are a match and consensus that occurs between the speaker and the speech partner in speaking activities, each of them will be said to be polite ([Chaer, 2010](#); [Rahardi, 2005](#); [Yuniarti, 2018](#)).

Compliance with the maxim of politeness in short stories entitled *Sore* (afternoon) as much as 40%, while violations of politeness maxims are found as much as 60%. Therefore, this paper will only focus on the maxim of impoliteness. The following are some examples that show the violation of the maxim of politeness in the "Evening" short story.

### 1. Context

The situation occurred in an apartment. As an online driver, Surya delivers food orders from customers. When the customer appears from behind the door, Surya smells an unpleasant aroma and peers inside the apartment. Surya watched from behind the door of green bottles scattered in the apartment, cigarette butts that were thrown away

blindly, and there were syringes like the doctor had. Not one but many. From inside the apartment, there was a noise and people were laughing out loud. This context engenders the following utterances.

### Speech (1)

Surya: "Bro, are you drunk?"

Consumers: "Yeah, why is it a problem for you?" (Turn around asking in a loud and mocking tone)

What we call as the impoliteness in the dialogue above is shown by the "drunk" diction spoken by Surya. This diction has the potential to give rise to accusations against opponents. Feeling accused, the consumer replied with a loud tone and taunted him. Speakers and opponents say they don't know each other. Their social distance is far away. Therefore, this dialogue contains a form of violation of the tact maxim.

### 2. Context

The situation occurs in an apartment between the online driver of a motorcycle taxi with his consumer. Offended given advice by motorcycle taxi drivers, a consumer also says invective words. The abusive and rude words made the driver growled.

### Speech: (2)

**Surya: (advises)** "Still young, why not go to college, why does it deviate from religious norms and community norms. This will not correct the problem but instead, worsen the situation.

**Consumers: (Don't accept advice)** "Lo if you won't give a lecture it is a wrong place here bro. Here I have already paid, so you just pulled it out. There is still a lot of money you have to look for. Buru, bro! If I am a father, I have learned how to relax, just relax. Woles like that. Already gone there! Poor ojek! "

**Surya: (mumbles in his heart)** "I feel wanting to hit the young man's face with my fist but because I still wear my company jacket, hold my emotions so there won't be a problem later on. There's also a lot of CCTV here. I don't want to take the risk, even if the commotion happens, surely he will win the case with the money he boasted, even though it's not his money."

**Consumer:** (The conversation is over, the consumer closes the door loudly) "Braak !!"

The dialogue above contains violations of language politeness that are indicated by the existence of invective diction, rude, and provocative. This violation occurs because Surya gives advice to consumers even though they are not close to each other. Although the intention is good, if it is not familiar, the advice has the potential to offend the other person, especially when accompanied by diction, which has a negative connotation. The opposite opponent feels unappreciated. Because it triggers emotions versus speech, the speech does not obey the tact maxims.

Consumer emotions, as opposed to speech, are characterized by the existence of im-positive speech acts with diction having negative connotations. The im-positive act of speech in the form of a direct command is a form of violation of the tact maxim. Moreover, the social distance between distant speakers does not know each other.

In addition to violations of the tact maxim, this dialogue also contains violations of the approbation maxim. This is indicated by the absence of thank you delivered by the consumer when the transaction has ended. Instead, he called Surya as "poor ojek".

### 3. Context

The situation occurred when Surya (an online motorcycle taxi driver) was waiting for orders to enter. Then, a few minutes later there was an order. Immediately Surya takes the order.

### Speech Data:

**Consumer:** "Mas, please usher me to the station now, right?" Asked the mother.

**Surya:** "That's right, my guess," I murmured.

**Consumer:** "But 15 minutes must come, bro!"

**Surya:** "We will see the condition, Mom,"

This speech contains language impoliteness which is characterized by im-positive speech acts. Consumers create speech in the form of coercion to Surya to get to the destination immediately. As a consumer, he feels he has the power to force Surya.

### 4. Context:

The situation occurred when Surya (an online motorcycle taxi driver) who was chatting with his passengers regarding speeding up the vehicle.

#### Speech Data:

**Consumer:** "Mas, just break the red light,"

**Surya:** "Sorry Mom can't,"

**Consumer:** "Mas! I need fast. I paid twice as much"

This speech does not foster compatibility and consensus in speaking activities. It can be seen in the data above when online motorcycle taxi drivers are talking to Surya to speed up the speed of the vehicle to get to the destination, but Surya feels hesitant because the road was jammed. So, this speech does not meet the agreement maxim.

#### 5. Context

The situation occurred when Surya (an online motorcycle taxi driver) was speeding up the vehicle and was passing a red light. Then just get a number from the traffic police.

#### Speech Data:

**Surya:** "Hweengg!"

**Police:** "Priittt,"

This speech contains impoliteness which is indicated by the diction of the appeal uttered by Surya to a police officer because the police stopped the speed of his vehicle. Therefore, this utterance has not fulfilled the generosity maxim.

#### 6. Context

The situation occurred when Surya and his passengers arrived at their destination, Senen Station. However, the passenger still blamed Surya because he was left behind by the train.

#### Speech Data:

**Customer:** "Ah because of you, bro, I missed the train," protested the mother.

**Surya:** "How come I'm ma'am? You were the one who told me to break the red light,"

This utterance does not meet the maxim of compatibility and agreement in speaking activities. This is indicated by the existence of debates against each other between speakers. They both don't want to be blamed for the incident that befell them. So, this utterance contains impoliteness.

### DISCUSSION

A search of the data shows that the short story "Sore" contains a number of diction that are potentially impolite because of negative connotations, such as *anger*, *bad luck*, *cursing*, *patronizing*, *poor motorcycle taxi*, *hitting*, *tiring*. In whatever context it is used, this word has a negative connotation. This diction is spoken by adult female consumers and teenage male consumers to online drivers. This short story illustrates that the current digital situation has the potential to eliminate modesty on the basis of age and sex. Or in other words, there is no longer a barrier of age and gender to measure politeness of language.

Besides being shown by the impoliteness of language in the form of negative diction, the short story also contains several sentences in direct command mode, such as "Mas, just break the red light (Mas, terobos aja lampu merahnya), "Already go there!" (Udah pergi sana!). Sentences with coercive modes, such as: "But 15 minutes must reach you, Mas!" (Tapi 15 menit harus nyampe loh Mas!), "Mas! I need it fast. I pay double!" (Mas! Saya butuh cepat. Saya bayar dua kali lipat!). Sentences using accusations, such as: "Ah, because of you, Mas, I missed the train," (Ah, gara-gara kamu kan Mas saya jadi ketinggalan kereta). Insulting sentences, such as Poor motorcycle taxi! (Dasar ojek miskin!). Sentences that use a condescending form, such as: "You still have a lot of money to look for" (Tuh masih banyak duit yang harus lo cari). Sentences with offensive modes, such as "If you want to lecture misplaced, Bro" (Lo kalau mau ceramah salah tempat bro). Sentences with vanity mode, such as: "If I am not already finished, my father, just relax, just relax this life" (Kalau gue kan bokap udah tajir ya santai-santai aja hidup ini). Sentences using physical violence, such as: "I want to feel like I hit the young man's face with my fist" (Ingin rasanya aku hantam muka pemuda itu dengan kepalan tanganku).

Language impoliteness in this short story is in line with the impoliteness markers on the facebook status account that has been raised by [Anwar \(2019\)](#). Impoliteness markers on facebook status accounts are marked by lingual units that ignore the logical aspects, use verbal violence, use imprecise markers, use insults in greeting, commit acts of scare, commit acts of contempt, underestimate the speech partner, identify someone with the world animals, identify a person with goods, nuances of dignity, emotional nuances, vulgar nuances, mixing various languages, and using certain icons.

What is interesting to note is the relationship between the form of impoliteness in the short story "Sore" with the ideology or power behind the emergence of the impoliteness marker. According to [Culpeper et al \(2017\)](#), language impoliteness is closely related to ideology. He clearly illustrates the relationship between language impoliteness and



ideological factors. So strong was the influence of ideological factors in a text, included power as a basis for analyzing language impoliteness.

A search of the short story "Sore" shows the use of language that is not polite. The emergence of the use of words that are not polite can be caused by the "power" possessed by online consumers. In the context of buying and selling interactions, consumers are always positioned as kings or rulers. The consumer's position as king makes it have "power". Because they feel they have power, these consumers dare to vent their emotions and anger to online drivers through impolite language.

The portrait of language impoliteness presented by this short story is interesting to reflect in the context of social life in the real world. Today, the increasing use of digital makes life fast and instant. Social distance is getting closer to the virtual world, but getting farther in the real world. Dialogue carried out without leading makes people speak faster and instantaneously. This speed sometimes makes people unable to judge which polite speech and speech are not polite.

This short story describes life in 2044 with super-sophisticated technology. The motor is no longer driven by a manual engine but is driven by a fast and sophisticated engine. The machine that works fast demands and guides the characters in the short story to act fast. Even in an event, it is not uncommon for rules to be violated to achieve goals by instantaneous means. For example, when consumers ask motorcyclists online to break traffic lights.

This short story contains 60% of language impoliteness and 40% contains language politeness. There are interesting things that are described in this short story relating to the percentage form of politeness and impoliteness. Fast and instant portraits of life are depicted in a language that is not polite. However, a snapshot of life, slowly but surely, is portrayed in polite language. This means that in the short story, the author indirectly shows the impact and effect of the digitization system that makes all aspects of life fast and instant. Fast and instant all makes most people act and speak no longer subject to ethical behavior and language ethics.

## CONCLUSION

This short story illustrates that politeness in the language is no longer merely influenced by age and gender, but is also influenced by technology, power, and religiosity. Sophisticated technology has the potential to erode the value of politeness and language ethics. Therefore, technological sophistication must not be free of value. Technological sophistication must not erode human values, including how to communicate among fellow humans.

## LIMITATION AND STUDY FORWARD

This research is limited to one case that occurred on a short story by the title "Sore". The results of this study can be beneficial for readers. Further research is needed in cases that are in accordance with linguistic developments.

## IMPLICATION

This research applicable used as the model in understanding or interpreting language impoliteness in a text using the sophisticated technology which is not accompanied by spiritual awareness it is potential to scrape the values of politeness and ethics of language. This research will contribute to the knowledge of the concept of film restoration in Indonesia and technology.

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