“MAMPIR, MAS”: POLITENESS STRATEGIES IN OFFERS OF SALE AMONG JAVANESE SPEAKERS

SUSWANTO ISMADI MEGAH

DISertation submitted in fulfilment of the requirements for the degree of Master of Linguistics

FACULTY OF LANGUAGES AND LINGUISTICS
UNIVERSITY OF MALAYA
KUALA LUMPUR

MAY 2009
UNIVERSITY OF MALAYA

ORIGINAL ACADEMIC WORK DECLARATION

Name of Candidate: SUSWANTO ISMADI MEGAH (I.C/Passport No: B963110)

Registration/Matric No: TGC 060013

Name of Degree: Master of Linguistics


“MAMPIR, MAS”: POLITENESS STRATEGIES IN OFFERS OF SALE AMONG JAVANESE SPEAKERS

Field of Study: Socio-Pragmatics

I solemnly and sincerely declare that:

(1) I am the sole author/writer of this Work;
(2) This Work is original;
(3) Any use of any work in which copyright exist was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the Work and its authorship have been acknowledge in this Work;
(4) I do not have any actual knowledge nor do I ought reasonably to know that the making of this work constitutes an infringement of any copyright work;
(5) I hereby assign all and every rights in the copyright to this Work to the University of Malaya (“UM”), who henceforth shall be owner of the copyright in this Work and that any reproduction or use in any form or by any means whatsoever is prohibited without the written consent of UM having been first had and obtained;
(6) I am fully or otherwise, I may be subjected to legal action or any other action as may be determined by UM.

Candidate      Date

Subscribed and solemnly declare before,

Witness’s signature     Date

Name: DR. JAWAKHIR MIOR JAAFAR
Designation: SUPERVISOR
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>i</td>
</tr>
<tr>
<td>Declaration of Originally-Academic Work</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iv</td>
</tr>
<tr>
<td>Acknowledgment</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi-xi</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.0 Introduction 1
1.1 Background to the Study 4
1.2 Statement of the Problem 7
1.3 Objectives of the Study 8
1.4 Research Questions 8
1.5 Scope and Limitations of the Study 9
1.6 Significance of the Study 10
1.7 Definition of Terms 11
CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction 16

2.1 Pragmatics and Politeness 16

2.1.1 Lakoff’s Rules of Politeness (1977) 19

2.1.2 Leech’s Politeness Principles (1983) 22

2.1.3 Brown and Levinson’s Politeness Theory (1987) 24

2.2 Strategies for Doing FTAs 28

2.2.1 Positive Politeness 31

2.2.2 Negative Politeness 39

2.3 Politeness Strategies in Making Offers 43

2.4 Malaysian and Indonesian Research on Politeness 44

2.5 Research on indirectness of the Javanese 47

2.5.1 The First Principle: Rukun 48

2.5.2 The Second Principle: Hormat 49

2.6 Javanese Speech Levels 51

2.7 The Imperative Sentence in Javanese 54

2.7.1 Types of imperative 55

2.8 Lexical Choices in Javanese 56

2.9 Summary 58

CHAPTER THREE: RESEARCH METHODOLOGY 60

3.0 Introduction 60

3.1 Theoretical framework 60
3.2 The Subjects  62
3.3 The Research tools  64
3.4 The Data Collection Procedures  65
  3.4.1 Recordings  66
  3.4.2 Interviews  67
  3.4.3 Observation Notes  68
3.5 Data Analysis Procedures  69
3.6 Ethical Considerations  71
3.7 Summary  72

CHAPTER FOUR: ANALYSIS OF THE DATA  73
4.0 Introduction  73
4.1 Analysis of Lexical Choice  73
  4.1.1 Use of ngoko and boso  75
  4.1.2 Use of Indonesian Language  80
  4.1.3 Use of English words  82
  4.1.4 Use of euphemisms  84
    4.1.4.1 Euphemism for ‘Full Service’  84
    4.1.4.2 Euphemism for ‘Having Sex’  87
  4.1.5 The Address System of Pak and Mas  91
  4.1.6 Lexical Choice for Welcoming  93
4.2 Positive Politeness  97
  4.2.1 Strategy 4: Use In-group Identity Markers  98
4.2.2 Strategy 5: Seek Agreement 100
4.2.3 Strategy 6: Avoid Disagreement 102
4.2.4 Strategy 12: Include both Speaker and Hearer in the Activity 103
4.2.5 Strategy 13: Give (or Ask for) Reasons 104
4.2.6 Strategy 14: Assume or Assert Reciprocity 105

4.3 Negative Politeness 107
4.3.1 Strategy 1: Be Conventionally Indirect 108
4.3.2 Strategy 2: Question, Hedge 109
4.3.3 Strategy 4: Minimize the Imposition 113
4.3.4 Strategy 5: Give Deference 113
4.3.5 Strategy 6: Apologize 114
4.3.6 Strategy 7: Impersonalize S and H 115
4.3.7 Strategy 8: State the FTA as a General Rule 116

4.4 Summary and Discussion of the Main Findings 117
4.4.1 Implications of the Findings 118

CHAPTER FIVE: CONCLUSION 125

5.0 Introduction 125
5.1 Major Conclusions 126

REFERENCES 128

LIST OF APPENDIXES 135
LIST OF FIGURES

Figure 2.1 : Strategies for doing FTAs 27

LIST OF TABLES

Table 2.1 : Javanese Stylistic Levels 52
Table 3.1 : Profile of the Subjects 64
Table 3.2 : Transcription Conventions 71

LIST OF ABBREVIATIONS

FTAs : Face Threatening Acts
S : Speaker
H : Hearer
W : Weight of (Imposition)
D : Distance
R : Risk of (hurting)
+P : (high) Power
-P : (low) Power
S1-S25 : Subject 1- Subject 25
C : Client