

ABSTRACT

This study aimed to investigate two main issues: the lexical choices and the positive and negative politeness strategies used by Javanese speakers when making offers of sale. The data, in the form of transcribed oral interactions between twenty five Javanese subjects and their potential clients, was analyzed based on Brown and Levinson's (1987) Politeness Theory.

Although the Indonesian language was the preferred language, when ever the Javanese language was used, lexical choices were made based on the different speech levels embedded in Javanese language such as *ngoko* and *boso*. Due to their limited educational and socio-economic backgrounds, the subjects were observed to be more at ease using the *ngoko* level (lower level). However, despite the 'coarse' nature of their vocation and their educational as well as socio-economic backgrounds, the subjects demonstrated that they do value politeness as evidenced by their employment of six (40%) of the fifteen positive politeness strategies and seven (70%) of the ten negative politeness strategies proposed by Brown and Levinson (1987) during their interactions with potential clients.

It can therefore be concluded that the subjects in this study preferred the Indonesian language over Javanese and have the tendency to use more negative strategies than positive strategies in their interactions with potential clients. More importantly, despite their backgrounds and social class, the subjects in the study still preserved the Javanese principles of *hormat* or *urmat* (respect) to others and *rukun* (harmony) in their daily life.

ABSTRAK

Kajian ini bertujuan untuk mengkaji dua isu penting: pilihan leksikal, dan strategi kesopanan positif serta negatif yang digunakan oleh penutur Jawa dalam menawarkan dagangan mereka. Data berbentuk transkripsi interaksi lisan antara dua puluh lima orang subjek Jawa dan pelanggan mereka dianalisis berdasarkan Teori Kesopanan Brown dan Levinson (1987).

Walaupun subjek lebih berat kepada penggunaan bahasa Indonesia, apabila bahasa Jawa digunakan, mereka membuat pilihan leksikal berdasarkan darjat pertuturan bahasa Jawa seperti *ngoko* dan *boso*. Oleh kerana taraf pendidikan dan sosio-ekonomi mereka yang rendah, subjek didapati lebih selesa menggunakan pertuturan di taraf *ngoko* (taraf rendah). Namun, walaupun bidang kerjaya mereka dianggap kasar dan taraf pendidikan serta sosio-ekonomi mereka agak rendah, subjek masih menghargai kesopanan dalam interaksi mereka dengan pelanggan seperti yang terbukti melalui penggunaan enam (40%) dari lima belas strategi kesopanan positif dan tujuh (70%) dari sepuluh strategi kesopanan negative yang diutarakan oleh Brown dan Levinson (1987).

Rumusan dari sini ialah subjek yang terlibat di dalam kajian ini lebih gemar menggunakan bahasa Indonesia berbanding bahasa Jawa dan mereka juga lebih banyak menggunakan strategi kesopanan negatif dari strategi positif ketika berurusan dengan pelanggan. Apa yang lebih penting ialah, tanpa mengira latar belakang atau darjat, subjek kajian ini masih mengekalkan prinsip-prinsip orang Jawa seperti hormat pada orang lain dan harmoni didalam kehidupan harian mereka

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