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Abstract

Politeness in language between parents and children in the family environment is highly prioritized even by using WA social media. The primary data used is the WAG of the Dahlan Family as much as 9 Screenshot data consisting of 52 WA dialogue dialogues. Meanwhile, secondary data consists of books, journals, and other social media sources. To analyze the data, pragmatic theory was used which was put forward which focused on language politeness by Leech (1983:16). There are six types of politeness principles, namely: a) Tact maxim, b) Generosity maxim, c) Appreciation maxim, d) Simplicity maxim, e) Maxim of agreement, f) Maxim of sympathy. As for analyzing the data is done with the following steps. (1) Reading and viewing the contents of conversations on whatsapp social media, (2) Mark each conversation or sentence that contains forms of politeness, (3) Classify based on the types of politeness and politeness principles, (4) Summarize the data that has been presented carefully. Based on these data, after analyzing the results, there are six types of language politeness, namely: wisdom maxim found 10, generosity maxim found 7, appreciation maxim, modesty maxim, consensus maxim and sympathy maxim.

Keywords

language politeness, WA, social media



I. Introduction

Based on the current phenomenon that communication and language politeness are very important in people's lives, including parents and children or children and parents. Then the teenagers and their surrounding friends who appear through social media chat WhatsApp (WA) in language politeness. Moreover, to communicate orally and in writing, one of which is the reader is very interesting to study in language politeness. The existence of information received raises a conversation or discussion content that will be discussed in polite language. Then make a different conversation according to each context and idea so that it has its own way, both positively and negatively towards language politeness in the form of text conversations. The form of response from the reader is a form of appreciation that arises as a result of conversation as language politeness which is very interesting to study more deeply. In addition, by understanding the language politeness that appears, the use of social media becomes wiser in applying various information and communication to speak up to date through social media, namely, Whatsapp. This research proves that a conversation in the form of content or information and communication on WhatsApp can actually lead to lessons for WhatsApp users in language politeness in the form of conversation content. This study aims to find language politeness and language politeness structures through the contents of social media conversations, one of which is Whatsapp, to the results of the contents of text conversations with the theme:

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Language Politeness of Parents and Children in the Family Environment. Based on WhatsApp Sources in the conversation.

Language is a tool of communication and interaction that is used to convey messages to the other person. Masinambow (in Abdul Chaer, 2010: 6) says that the language system has a function as a means of sustainable human interaction in society. This shows that language behavior must be accompanied by the norms that apply in that culture. In order to achieve the purpose of the speaker to the speech partner, the speaker must have politeness in language.

Duranti, 1997 (in Zalili Sailan, 2014: 5) states that the function of language as a means of communication has a relationship with society, culture and the thoughts of its speakers, even with the world in general, a relationship arises between language, society, culture and the human mind. The use of language politeness is not only determined by the choice of speech, but also by other aspects that also determine the level of politeness, for example age, social distance between speaker and listener, situation, time, place and purpose of speech. Thus, in using language, it is necessary to pay attention to the context of language use. To achieve the speaker's goal for the interlocutor, the speaker must have politeness in language. Politeness is no stranger to society, especially Indonesian people who are thick with culture and customs.

Politeness can be in the form of speech acts and attitudes that can describe a person's identity. Therefore, politeness is very important when interacting with other people so that good relations are always maintained. According to Goffman (1967), that being polite is being concerned about the "face" or "face," both that of the speaker and that of the hearer. "Face," in this case, is not in the sense of physical appearance, but "face" in the sense of public image, or maybe the correct equivalent of the word is "self-esteem" in the eyes of society. According to Robin T. Lakoff (1990: 34) explains that politeness is a system of human relations created to facilitate relations by minimizing the potential for conflict and resistance inherent in all human activities. Politeness is that the participants in the conversation should adhere to the principle of always reducing their own benefits and maximizing the benefits of the other party in speaking.

People who adhere to and implement the maxim of wisdom will be interpreted as polite people. Politeness is no stranger to society, especially Indonesian people who are thick with culture and customs. Politeness can be in the form of speech acts and attitudes that can describe a person's identity. Therefore, politeness is very important when interacting with other people so that good relations are always maintained. Politeness is a very important aspect of language because it can facilitate interaction between individuals. At the sociolinguistic level, politeness is a term related to politeness, respect, courtesy, or proper behavior. In everyday life, the relationship between politeness and appropriate behavior shows that politeness is not only related to language, but also to non-verbal behavior. What's interesting is that politeness is a meeting point between languages and social reality.

According to Jumiatmoko (2016) WhatsApp is a social network that is adaptable to social culture, its use includes manners in communicating without reducing the quantity, quality and modernity of communication. Whatsapp is also an application that can reach dimensions, sophistication, usability and civilization. So that it can be used by users to get to know each other and communicate for various purposes and also for recreation. Whatsapp is a form of social media networking service or alternative to SMS. This product now makes it possible to send and receive various media such as: Text, photos, videos, documents and locations and even voice calls. Thus allowing users to connect with each

other when communicating. Through Whatsapp, users can interact with other people such as creating statuses, sharing photos and videos, adding friends' contacts to communicate properly and quickly. Then you can create groups or online communities in zoom learning to communicate broadly, quickly and thoroughly.

Research result Brown and Levinson (1987) stated that politeness is a fundamental matter in pragmatics because politeness is a universal phenomenon in the use of language in social contexts. Pranowo (2012: 1) says that by speaking politely, a person is able to maintain his own dignity and respect others. Maintaining self-esteem and dignity is the substance of politeness, while respecting others is perlocutive. Amri (2020: 100) online media fulfills the principles of politeness in language (maxims), namely: the maxims of tact, modesty, agreement, appreciation, and the maxim of sympathy. In addition, violations of the maxims were also found, namely: a) the maxim of wisdom, b) the maxim of modesty, c) the maxim of praise or appreciation, and d) the maxim of agreement. Polite language in online media requires communication negotiations, so that the speech partner understands information with accurate data. Violation of language maxims in online media is a form of stunting the Indonesian language, the more polite the information is, the more respectful the Indonesian language is..

The similarities and differences between this study and previous studies are: in Pranomo and Amri's research both discussed politeness in language. The difference in previous research was that Pranomo conducted direct research at school through polite speech, while Amri conducted research on newspaper media.

II. Review of Literatures

Politeness examines the use of language (language use) in a particular language community. The language-speaking community in question is a community with various backgrounds in social and cultural situations that embodies it. What is studied in language politeness research is the intent and function of speech. Politeness in speech is also influenced by the maxims in speaking.

According to Geoffrey Leech (1983) the principle of politeness is based on rules. These rules are maxims or sayings that have advice that has just been obeyed so that speakers fulfill the principles of politeness when speaking. Furthermore, pragmatics requires the principle of politeness (Politeness principle). The principle of politeness relates to the two conversation participants, namely oneself or (self) and other people or (other). You are the speaker and the interlocutor.

The politeness principle according to Geoffrey Leech includes the maxim of policy, the maxim of generosity, the maxim of appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy. In this case the six maxims become the basis for the application of politeness in speech. Whereas in everyday life parents often use imperative or imperative sentences to their children.

The form of politeness, especially in commands or requests, has its own basic considerations. In this study the authors used the theory of Geoffrey Leech (1983). According to Geoffrey Leech (1983:16) there are six types of politeness principles, namely: 1. Tact maxim, 2. Generosity maxim, 3. Appreciation maxim, 4. Modesty maxim, 5. Consensus maxim, 6. Sympathy maxim.

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According to Geoffrey Leech (1983: 16) there are six types of politeness principles, namely: 1) The tact maxim functions as a speaker reducing benefits for himself and maximizing benefits for other parties as speech partners. When communicating with the speech partner, you must pay attention to politeness, tact, not burdening the speech partner, and using fine diction in speaking. 2) The modesty maxim is that the speaker is humble, reduces self-praise and minimizes respect for others. 3) Maxim of Praise The esteem axiom requires speakers to maximize their own losses and minimize their own gains. Compliance with this maxim is by maximizing the benefits and rewards for the speech partners. 4) Maxim agreement, the speech participants should be able to foster mutual compatibility or consensus in communicating. As with the data above, speech is said to be polite if the two parties, namely the speaker and the speech partner, can maximize the compatibility between them. Not only that, the following data is also a form of compliance with the maxim of agreement. 5) Macaward sim/the speaker compliments the speech partner by maximizing losses for oneself, and minimizing gains for oneself. 6) The speaker's sympathy maxim maximizes sympathy for others. The form of speech is considered polite by showing a sympathetic attitude towards others and avoiding cynicism or antipathy.

III. Research Methods

A qualitative descriptive approach to research with the object of study is WA social media (whatsapp) which is used as a medium of social communication. This research was conducted from October 2022 to December 2022. The primary data source in this study was social media used by UMSU students in the Indonesian Language Education Study Program. Secondary data is research data obtained through observation, structured interviews and unstructured interviews with students as research subjects. Qualitative data analysis according to Bodgan and Biklen in Moelong (2005: 248) analyzing qualitative data is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching, finding what is important, what is learned, and deciding what to communicate with others using cellular cell phones of various brands.

IV. Discussion

The results of the research on the politeness principles of language use the theory of Geoffrey Leech (1983) to identify and classify the types of politeness principles found in WhatsApp social media conversations. To provide examples of politeness and politeness in language to children, there are several principles of politeness and politeness that parents need to pay attention to. The politeness principle in language as explained by

Geoffrey Leech includes the maxim of wisdom, the maxim of generosity, the maxim of praise or appreciation, the maxim of modesty, the maxim of agreement and the maxim of sympathy. The following are the politeness principles in the language that are applied in the family.

4.1 The Maxim of Wisdom

The maxim of wisdom serves to reduce benefits for himself and maximize benefits for other parties. The concept of a person's communication must pay attention to being polite, wise, not burdening the speech partner, and using fine diction in speech. So that a wise speaker maximizes the benefits or benefits of other parties as speech partners.

Based on the data analyzed in WhatsApp conversations, it was found that the use of tact maxims in speeches was found. For more details, see the following analysis data:

'I've taught you, OK' (D1/K2/MK)

'Yesss, you have compiled it but you are afraid that it will be wrong Wong e wess lungu. Amannnnn The cake is still there at the office.' (D3/K2/MK) In data D3/K2/MK



Data 1

Rina : Yes, the recipe is different

Teddy I already taught you, Yes

:

Rina : Different hands, different taste.

Teddy Which one is correct? Earlier you said the recipe was different, now you say hand surgery.

Rina : It's just the same thing

Teddy Dear Allah

:

Rina : Ted, are you busy?

Source: Social Media Whatsapp, Conversation by Rina and Tedi, on 25-October -2022

The Maxim of Wisdom in the utterance, 'I have taught you, Yes, I have taught you' (D1/K2/MK) the expression of this meaning The speaker gives more to the speech partner with these words. This was emphasized again in the sentence delivered by Nanda, 'Yesss. Amannnnn The cake is still there at the office.' (D3/K2/MK) In data D3/K2/MK the maxim of wisdom can be interpreted in the words 'Iyess Dah you arrange', 'fear of being wrong Wong e wess lungu', and in the following sentence 'Amannnnnn Cake is still in the office.' For more details see the data table above.



Data 2

Whatsapp Media Conversation about Who Writes and Receives Passbooks

Tia : Manual can madd

Rahmad : Yes already.

Tia : The one who filled

Rahmad : Hamdan's tube
Heheheh what gas savings?

Tia : Heummmmm, save the children.

Source: Whatsapp Social Media, Conversation by Tia and Rahmad on October 27, 2022

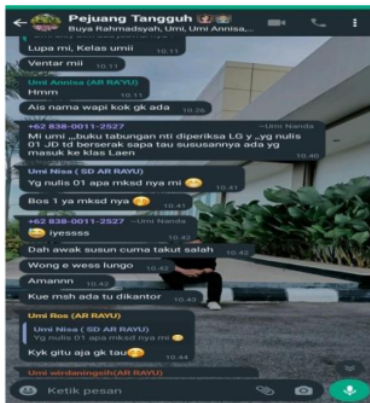
Based on the data analyzed in WhatsApp conversations, it was found that the use of tact maxims in speeches was found. For more details, see the following analysis data:

'Manual can be madd, yes uda' (D2/K1/K2/MK) to express this meaning. The speaker gives more to the speech partner with that word.

The maxim of wisdom in manual utterances can be madd, which fills in buya hamdan's savings (D2/K1/K3/MK) for this expression of meaning. The speaker gives more to the speech partner with that word. Yes already. (D2/K1/K3/MK) In data D2/K1/K3/MK the maxim of wisdom can be interpreted in the word Manual, it can be maadd, yes, and in the following sentence 'which fills in buya hamdan's savings'. For more details, see the data table at on.

Data 3

Whatsapp media conversation about forgetting to give school exam scores and missing student names



- Aisha** : Forget mii, class umii ventar miii
- Annisa** : **Hmmmm Ais wapi's name why isn't there?**
- Nanda** : **Mi umii..... I'll check the savings book later, okay? Those who wrote 01 are scattered, who knows, the arrangement is someone who goes to another class.**
- Nisa** : What do you mean when you write 01, Mii Boss 1, what do you mean?
- Nanda** : **Yessss, you have compiled it, but you are afraid that it will be wrong, Wong ewesss lungo. Amannnnn The cake is still there at the office.**
- Ros** : :I don't know hufsss just like that

Based on the data analyzed in WhatsApp conversations, it was found that the use of tact maxims in speeches was found. For more details, see the following analysis data:

Source: Whatsapp Social Media, Nanda and Nisa Conversations on October 28, 2022

'Hmmmm ais "how come the wapi name isn't there", "Mii umii the savings book will be checked again, okay" because "the ones who wrote 01 just scattered who knows the arrangement may have entered another class" (D3/K2/K3/K4MK) the expression of this meaning The speaker gives more to the speech partner with the word.

The maxim of wisdom in the expression, 'Yesss, you have compiled it but you are afraid that you will be wrong, Wong e wesss lungo. Amannnnn The cake is still there at the office.' (D3/K5/MK) the expression of that meaning. The speaker gives more to the speech partner with that word. This was reiterated in the sentence conveyed by 'Iyess Dah crew stacked', 'fear of being wrong Wong e wesss lungo' (D3/K2/MK) In data D3/K2/MK the maxim of wisdom can be interpreted in the word 'Iyesss Dah crew stacked' , 'afraid of being wrong Wong e wess lungo' and in the following sentence 'Amannnnn The cake is still there at the office.' For more details see the data table above.

4.2 Generosity Maxim

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That is, it requires each speech act participant to maximize the loss for himself and minimize the benefit for himself. The following is an example of applying the maxim of generosity through language politeness in the WhatsApp data source.

Data 4

Whatsapp media conversation about extracurricular tahfiz at school and the implementation of tahfiz exams.



- Wirda : It means that starting Monday, there will be an extracurricular class whose name is on the exam schedule, right? What's called a school holiday is Umi Naya and Umi Aisy
- Naya : Yes mii Money comes extracurricular only children who take exams
- Nurul : Yeaaaa miii
- Aisy : Yeaaaa miii

Source: Whatsapp Social Media, Conversation by Wirda and Naya on October 29, 2022

Based on the data analyzed in WhatsApp conversations, it is found that the maxim of generosity is used in speech, for more details see the following analysis data:

'Meaning that starting Monday, the school whose name is on the exam schedule?' There is no such thing as a school holiday, right umi naya and umi aisy?, "Yes, miii" (D4/K1/K3/MK) the expression of this meaning. The speaker gives more to the speech partner with these words.

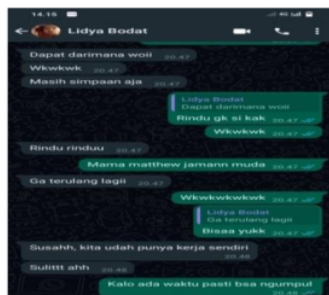
Generosity maxim in utterances, Iyaaa mii who comes to extracurriculars is only children who take exams ", Yes, yes, yes, miii (D4/K2/K3/MK) This expression of meaning The speaker gives more to the speech partner with that word. This is emphasized again in the sentence delivered by Naya, Iyaaa mii who comes to extracurriculars are only students who take exams, "Yes, yes, yes, yes." (D4/K2/K3/MK) In D4/K2/K3/MK data, the maxim of generosity can be interpreted in Yes, mii, those who come to school are "only students who take exams." For more details, look at the data table above.

4.3 Simplicity Maxim

That is, it requires each participant in the conversation to maximize self-disrespect and minimize self-esteem. The following is an example of applying the maxim of moderation through politeness in the WhatsApp data source

Data 5

WhatsApp Media Conversation About Past Memories



- Lydia : Where did you get that photo wkwkwkwk just saved it
- Mona : Miss you sis wkwkwkwkwk
- Lydia : Yes I miss you
- Mona : Mama Matthew was young
- Lydia : not happen again
- Mona : Wow. Come on
- Lydia : It's hard, we already have our own

busyness and work. Hard for sure..

Mona : If you have time, you can definitely get together

Source: Whatsapp Social Media, Lidya and Mona Conversations on October 30, 2022

Based on the data analyzed in WhatsApp conversations, it was found that the maxim of simplicity was used in speech. For more details, see the following analysis data:

"**Where did you get that woi photo?**" *Wkwkwkw "still just keep it".* "Do you miss sii sis" "Yes, miss" (D5/K1/K2/K3/K4MK) the expression of this meaning The speaker gives more to the speech partner with that word.

Simplicity in speech, Yes, I miss you, It's difficult, when we have busy lives and work alone, it's definitely difficult. "If there is time, we can definitely get together again" (D4/K4/K5MK) the expression of this meaning. The speaker gave more to the speech partner with that word. This was emphasized. gather again" In data D4/K2/K3/MK the maxim of simplicity can be interpreted in the word *Iyaaa mii* who comes to *eskul* "only children who take exams" For more details see the data table above.

Based on the data analyzed in WhatsApp conversations, it was found that the maxim of simplicity was used in speech. For more details, see the following analysis data:

"Where's your position, mon?" "Yes, it's mandatory" Busy one day babu? Yes, it is (D6/K1/K3/K4/MK) the expression of meaning. The speaker gives more to the speech partner with that word.

Data 6

WhatsApp Media Conversations About circumstances and activities



Ricky : **Where's your position monn?**

Mona : *At home, Kenap*

Ricky : *Bubbly?*

Mona : **Yes, it's mandatory**

Ricky : **Crazy 1 day bustle?**

Mona : Yes

Source: Whatsapp Social Media, Conversation by Riki and Mona on November 1, 2022

Simplicity maxim in utterance, Busyet one day babu? Yes (D6/K5/K6MK) the expression of this meaning The speaker gives more to the speech partner with that word. This was emphasized. Going back to the sentence conveyed by Riki Busyet, one daily ngebabu? Yes." In data D6/K4/K5MK the maxim of simplicity can be interpreted in the word "Yes, it is obligatory to fuck one day". For more details, see the data table above.

4.4 Max of Consensus ¹²

That is, outlining each speaker and interlocutor to maximize compatibility between them and minimize incompatibility between them.

Data 7

Whatsapp Media Conversations About Julia-Julia Activities and Payments for Julia-Julia.



Tia : Oooooo yes nyaaaa

Ros : **If it's already paid, don't forget to sell it too**

Tia : Yes, HOOOH for sure

Nisa : It's already old, buk
wkwwkwkw

Tia : Not yet payday ma'am

Source: Whatsapp Social Media, Conversation by Tia and Ros on November 4, 2022

Based on the data analyzed in WhatsApp conversations, it was found that the use of consensus maxims was found in speeches. For more details, see the following analysis data:

"When it's payday, don't forget the sales" Yes, hoooh, for sure" already paid ma'am wkwwkwkw *"Not yet paid ma'am"*(D7/K2/K3/K4/MK) the expression of the meaning The speaker gives more to the speech partner with that word.

Maxim of Consensus in the utterance²⁴"Yes, of course Hoooh", already paid bukkkkk(D7/K3/K4/K5MK) the expression of the meaning of the speaker gives more to the speech partner with that word. This was emphasized back in the sentence²⁵ delivered by Tia, "Yeah, hoooh, of course." I've already paid, ok? more clearly see in the data table above

Based on the data analyzed in WhatsApp conversations, it was found that the use of consensus maxims was found in speeches. For more details, see the following analysis data:

"Obviously. Or later when we receive the salary to the palm oil" we? Where is this? Malioboro"(D8/K1/K3/MK) the expression of meaning The speaker gives more to the speech partner with that word.

Maxim of Consensus in the utterance, Where will this happen? (D8/K3/K4/K5MK). In this expression, the speaker gives more to the speech partner with that word. This was emphasized again in the sentence conveyed by Annisa. Where did this happen? It's clear. Or later when we receive our salary to the palm oil? Where are we going? Malioboro? In data D8/K1/K4/K7/MK the maxim of consensus can be interpreted as "The one who has the food is the one who is in front. There's PLN, "Yes, in front of PLN, okay?" In using speech, Anisaa says it is clear. Or later when we receive the salary from our oil palms? where is this going?

Based on the data analyzed in WhatsApp conversations, it was found that the use of consensus maxims was found in speeches. For more details, see the following analysis data: Mii... don't go home last night, first of all, order today, he wants to give rice to the arbor huffsss, Later, yoooo tyo otw (D9/K1/K4) /MK) expression of the meaning The speaker gives more to the speech partner with that word. Maxim of Consensus on utterances, don't go home last night after months of ordering today he wants to give rice to the arbor (D9/K1/K4/K7MK). This is emphasized. Returning to the sentence delivered by Annisa, don't go home first last night after the order today she wants to serve rice to the pavilion. In the data (D9/K4/K5/K6/K7/MK) the maxim of consensus can be interpreted in the words "Yoooo later tyo otw"

V. Conclusion

Parents in providing an example of politeness to children need to pay attention to several principles of politeness. First, the maxim of wisdom. This maxim outlines each speech or language participant⁵ to minimize other people's losses, or maximize benefits for other people. Second, the maxim of generosity. This maxim obliges each speech act participant to maximize the loss for himself and minimize the gain for himself. Third, the maxim of appreciation. Appreciation maxims are expressed in assertive sentences and

expressive sentences. The maxim of respect requires each speech participant to maximize respect for others and minimize disrespect for others. Fourth is the maxim of moderation. This maxim requires each participant of the speech to maximize self-respect and minimize self-respect. Fifth, the maxim of consensus. This maxim outlines each speaker and interlocutor to maximize compatibility between them and minimize incompatibility between them. Sixth, the maxim of sympathy. This maxim requires each participant of the conversation to maximize sympathy and minimize antipathy towards the other person.

In addition, parents often use utterances or command/imperative language to their children. The use of linguistic politeness in imperative speech by parents needs to pay attention to politeness in the use of imperative speech. Several steps can be taken by parents to create polite speech. First, the use of long language utterances. The longer the speech of the language used, the more polite the speech will be. Second, the use of speech order. A language utterance that was previously impolite can become polite when the spoken language is rearranged in order. Third, intonation and kinesthetic cues.

The use of intonation in speech plays a role in creating politeness in an imperative speech. In addition to intonation, the politeness of using imperative speech in Indonesian is also influenced by kinesthetic cues that appear through the speaker's body parts. Fourth, the use of politeness markers in expressions. When referring to language politeness markers used in the family environment, they include: please, come, come on, and try.

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