Gema WIRALODRA

Editor-in-Chief: Yudhi Mahmud

Publisher: Universitas Wiralodra

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Eny Tarsinih
Universitas Wiralodra, Indonesia
enytarsinih18@gmail.com

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Eny Tarsinih
Universitas Wiralodra, Indonesia, enytarsinih18@gmail.com

*Correspondence: enytarsinih18@gmail.com

Abstract
This research aims to describe language politeness of trader in Wiralodra University Indramayu canteen based on Leech maxim 1983. The method used in this research is qualitative research. The type of research used is field research. The data source is the traders in Wiralodra University canteen. The data research is conversation traders with Indonesian language when interact with the partner. This research used fishing technique, speaking technique, and record technique. The steps of data analysis research includes: data reduction, data presentation, and conclusion. Amount of data researched in language politeness is 11 speech. Based on research, there found six maxim of politeness speech. There are three data of tact maxim, three data of generosity maxim, one data of approbation maxim, one data of modesty maxim, two data of agreement maxim, and one data of sympathi maxim. The result of this research indicate that the traders in Wiralodra University canteen used language politeness when communicating.
Keywords: Language Politeness, Maxim, Trader, Wiralodra University Canteen.

1. Introduction

Language is a tool for communication between humans in social life, where language can reflect a person's personality. A person's character, character or personality can be identified from the choice of language spoken. The use of language that is gentle, polite, courteous, orderly, clear and straightforward reflects that the speaker is virtuous. However, on the contrary, through the use of harsh, impolite and impolite language, it shows an unconscionable person.

According to Pateda (2011: 7), language is a series of sounds that are systemized as a tool (instrumental) which replaces the individual in stating something to the interlocutor and ultimately creates cooperation between the speaker and the interlocutor.

Language politeness is closely related to the use of language spoken by the language-speaking community. Every individual in society who interacts with language, both as a speaker and as a speech partner, should understand and comply

The principles of politeness in language for harmony include efforts to avoid conflict and language friction. Politeness in language is influenced by the context of place, time, situation, and the speaker's background, whether cultural, social, professional, or otherwise.

Every individual in a society must uphold politeness in language. This is because politeness reflects the cultural nobility of that society. Pramujiono et al. (2020) explain that politeness is not only related to personal aspects but also relates to sociocultural values agreed upon by a society, thus forming a civilized society (civil society).

Politeness in language is reflected in communication procedures through verbal signs or language etiquette. When communicating, we adhere to cultural norms, not simply conveying our thoughts.

Linguistic politeness is a code of conduct agreed upon by a society as a rule of social behavior. Politeness is not only seen from the speaker's perspective but also requires consideration of the impression the listener creates on the other person's speech (Agustini, 2017).
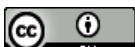
Kridalaksana (2010: 11) defines linguistic politeness as demonstrating awareness of the dignity of others through language, both spoken and written. Chaer (2010: 11) explains that a speech act is considered polite if it does not sound pushy or arrogant, provides the interlocutor with a choice of actions, and leaves the interlocutor satisfied. Linguistic politeness is reflected in communication procedures through verbal signs or language procedures.

Based on the explanations by the experts mentioned above, linguistic politeness is the expression of thoughts and feelings in a subtle, appropriate, and courteous manner in verbal communication interactions. Politeness

Language reflects a person's refined manners and noble character by avoiding hurting others' feelings and providing choices.

Traders themselves are individuals who sell goods or services for profit. Politeness in language should be applied throughout social life to achieve good communication between speakers. This will ensure smooth communication and avoid offending either party. Similarly, in sales transactions, traders are required to interact well with buyers. Therefore, researchers will observe several traders in the Wiralodra University cafeteria who daily encounter students as customers. Through this research, the Indramayu community, especially traders, will better understand the rules of good language politeness and the norms that must be met for effective communication.

The theory used in this research on language politeness is Leech's theory (Syahrin & Darwis, 2022), which explains the six maxims:

1. Tact Maxim

This maxim states, "Minimize others' losses, maximize others' gains." This maxim refers to the actions that will be carried out by the speaker or the addressee.

2. Generosity Maxim

This maxim states, "Minimize your own gains, maximize your own losses." If the tact maxim focuses on the addressee, then The maxim of generosity focuses on the speaker.

3. Approbation Maxim

This maxim of praise states, "Criticize others as little as possible, praise others as much as possible." This maxim requires each participant in the conversation to maximize respect for others and minimize disrespect for others.

4. Modesty Maxim

This maxim states, "Praise yourself as little as possible, criticize yourself as much as possible." While the maxim of generosity or appreciation focuses on others, the maxim of humility focuses on oneself.

5. Agreement Maxim

This maxim of agreement states, "Try to "Aim for as little disagreement as possible between self and others; strive for as much agreement as possible between self and others."

6. Sympathy Maxim

The sympathy maxim states, "Reduce antipathy between self and others as much as possible; increase sympathy for others as much as possible.".

2. Method

The research method used by the researcher in this study is a qualitative approach. According to Mulyana, methodology is the process, principles, and procedures we use to approach problems and find answers. According to Sugiyono, a qualitative research method is a study used to examine natural objects in which the researcher is the key instrument, data collection techniques are carried out in a combined manner, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. According to

Orginal Article

Mulyana, qualitative research aims to maintain the form and content of human behavior and analyze its qualities, rather than transforming it into quantitative entities (Prasanti, 2018).

The type of research used in this study is field research. Field research is research conducted by collecting data and information obtained directly from respondents (Winarwan, 2018). According to Moleong, field research can also be considered a broad approach in qualitative research or as a means of collecting qualitative data (Allolinggi, 2013).

In conducting research, there must be a data source. The data source in this study was the vendors at the canteen Wiralodra University, Indramayu, met the following criteria: male or female, fifteen years of age or older, physically and mentally healthy, and free from dementia and stuttering. The data in this study were transcribed conversations between vendors in the Wiralodra University cafeteria and customers.

The researchers used a conversational method to collect data. According to Sudaryanto, the conversational method involves conversations between researchers and informants (Syahrin & Darwis, 2022).

The data obtained must then meet data validity criteria. To meet data validity criteria, this research utilized several techniques derived from the methods used, namely: fishing, note-taking, and recording. Observations were conducted prior to the wiretapping. When using recording techniques, the speaker of the swear words is unaware that their conversation is being eavesdropped. This technique is used to obtain natural and natural forms of swear words (Winiasih, 2010). To obtain natural and natural data, speech is recorded using a recording device and recorded using notes on the device. Meanwhile, the fishing technique is practically implemented by fishing, to obtain data by enticing someone to speak (Putriani, 2016).

In the research data collection process, researchers use recordings: the researcher speaks, listens, and pays attention; the researcher records; the researcher plays back the recording and listens to the recording; the researcher transcribes the data; and the researcher categorizes the data into one of the maxims. This study used a qualitative analysis technique, namely the politeness of speech among vendors in the canteen at Wiralodra University, Indramayu. Data can be used through activities in qualitative data analysis, which are carried out interactively and continuously until complete, so that the data is saturated. Activities in data analysis include data presentation and drawing conclusions.

3. Result and Discussion

The results of this study on the politeness of language vendors in the canteen at Wiralodra University, Indramayu, examined maxims based on Leech's theory. Data collection techniques were conducted by listening to recordings and transcribing the data based on the principles of politeness maxims found in the study of six maxims of politeness in three different canteen vendors, namely:

No.	Principles of Language Politeness (maxims)	Data Name	Data Amount
1.	Maxim of wisdom	5, 9, 10	3
2.	Maxim of generosity	1, 6, 11	3
3.	Maxim of praise	8	1
4.	Maxim of humility	2	1
5.	Maxim of agreement	3, 7	2
6.	Maxim of sympathy	4	1
Total			**11**

Orginal Article

1) Maxim of Wisdom
Data 5

Vendor: Here you go, kid—cimol for Rp5,000, and with ice it's Rp6,000 total.
Customer: Why is the ice only Rp1,000, ma'am? Usually at other stalls it costs Rp2,000.
Vendor: It's fine, kid—it's served in a plastic bag anyway.

The above utterance shows the vendor profiting from others by offering lower prices to buyers, so the buyers are satisfied with the vendor's words. Based on the principles of politeness, this is a maxim of wisdom.

Data 9

Customer: Here you go, miss—sorry I'm only paying now.
Vendor: Yes, miss—it's okay..

The above statement illustrates a merchant who does not mind if the buyer pays after eating and, in this case, provides an advantage to the buyer.

Data 10

Vendor: I'll have it delivered later, miss.
Customer: Alright, miss—thank you.

This utterance shows the canteen vendor profiting from the customer by offering to deliver the order to the customer's seat. This expression falls within the principle of politeness conveyed by the vendor to the customer. Based on the principle of politeness, this is included in the maxim of wisdom.

2) Maxim of Generosity
Data 1

Vendor: Would you like a plastic bag, miss?

This merchant's speech is very generous in offering plastic bags to buyers. From this statement, it strongly relates to the explanation of the maxim of generosity, which involves causing as much self-loss as possible. This expression is included in the principles of politeness in language, categorized under the maxim of generosity.

Data 6

Vendor: Would you like to wait for the freshly warmed fritters, kid?
Customer: It's okay, ma'am—this one is fine.

This vendor's remarks offer the buyer warmer fried food. This utterance demonstrates the vendor's generosity, minimizing self-harm while making the customer happy. This attitude falls under the principle of politeness, categorized as the maxim of generosity.

Data 11

Vendor: Would you like it fried crispy, miss?
Customer: Sure.

The above utterance demonstrates the vendor's generosity, where the vendor offers something that puts him at a loss in order to please the customer by offering fried food prepared according to the customer's wishes and tastes.

3) Maxim of Praise
Data 8

Vendor: That's impressive—you can study while working.

The utterance above is directed by the merchant to the buyer, containing a maxim of praise that makes the buyer feel pleased with the compliment. This utterance occurs when the buyer talks

with the merchant about job openings, prompting the buyer to add that they also have a job while studying.

4) Maxim of Humility
Data 2

Customer: Are you the owner of this canteen, miss?
Vendor: I'm just helping out. That lady is the owner's daughter.

The above utterance demonstrates the trader's humility by minimizing self-praise. The trader responds humbly and without boasting about the ownership of the cafeteria.

5) Maxim of Agreement
Data 3

Customer: Miss, may I use a plate?
Vendor: Yes, you may.

The above statement clearly indicates an agreement between the seller and the buyer. When the buyer asked for permission to use a plate for their order, the seller immediately agreed.
Data 7

Customer: How's it going today, ma'am—busy or not?
Vendor: Alhamdulillah, we're grateful—it's been fairly busy.

The statement above occurred when the buyer asked about the merchant's transaction situation, where the merchant confirmed that their sales stand was quite busy. This shows the maxim of agreement between the merchant and the buyer.

6) Maxim of Sympathy
Data 4

Miss, you left your wallet behind.

The statement above shows the sympathy and concern of the seller towards the buyer who had forgotten to bring back his wallet that was left on the seller's table. The seller, upon realizing this, immediately intervened to inform the buyer that his wallet had been left behind.

4. Conclusion

Previous research in the Repository UPI, "Perwujudan Prinsip Kesantunan Leech dalam Kolom Komentar di Saluran Vlog Awkarin (Latifah, 2017)," there are still many speech violations that do not adhere to Leech's principles of politeness. From the research data described, three utterances containing the maxim of wisdom were obtained, three utterances containing the maxim of generosity, one utterance containing the maxim of praise, one utterance containing the maxim of humility, two utterances containing the maxim of agreement, and one utterance containing the maxim of sympathy. Therefore, the conclusion is that there are more utterances that adhere to Leech's politeness principles than those that violate them, and they are considered very polite. In this study, the merchants' utterances that follow Leech's politeness principles comply with the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy. The results of this study show that the utterances occurring among these merchants are already considered very polite, which is because the merchants pay attention to politeness when interacting with consumers and respect the consumers' wishes.

It should be understood that speaking politely not only helps maintain harmony in communicating with others but also can create a good self-image for the trader. Therefore, traders should pay attention to the rules of politeness when speaking. These rules include the

Orginal Article

speaker's humility, respect for the conversation partner, and consideration for the partner's feelings. If traders can speak politely by adhering to these rules according to Leech's principles of politeness, they will gain dual benefits: harmony in interacting with consumers and the creation of a positive self-image for themselves.

5. Acknowledgments

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