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in Collaboration with
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EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).

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NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA ‘HABIBIE HARI INI’

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Abstract

Mata Najwa is one of the most popular talk shows in Metro TV. It is lead by Najwa Shihab, a senior journalist who has been recognized as the best journalist in Metro TV. In Mata Najwa special episode ‘Habibie Hari Ini, she invited BJ Habibie, the third President of Indonesia to talk about democracy between past and now. This research is aimed to know what and how the negative politeness applied by Najwa Shihab. Thus, it is also aimed to find out why she applied those strategies. The data were taken by making transcription and analyzed with Brown and Levinson politeness theory especially for the negative politeness. The result showed that there were only nine strategies applied by Najwa Shihab. The reasons why she applied those strategies were to fit the formal talk show to imply as this talk show has more quality. The other reason, Najwa wanted to give some respect to BJ Habibie.

Keywords: *Pragmatics, FTA, Politeness, Negative Politeness*

Introduction

Mata Najwa is one of the most famous talk shows on Television which is lead by Najwa Shihab. This talk show regularly airs at 8PM on Wednesday in Metro TV. Firstly aired in November 25, 2009, Mata Najwa consistently gives many interesting topics with difference topics and speakers. Many big names also have been visited in Mata Najwa such as BJ Habibie (the third President of Indonesia), Jusuf Kalla (The ex-vice president of Indonesia) and even the current leader of Jakarta, Joko Widodo also came up to the show. Mata Najwa always raises up the ‘hot’ issue happened in Indonesia and invites the accurate informant in order to clarify or give some information towards the issue. Since Mata Najwa, somehow, likely brings up more political issues, as I observed, the viewers are usually already in middle-age until old-age and moreover they should be included as the educated people and have insight with political issues, especially Indonesia. As I interviewed some Mata Najwa viewers, they mostly said this program is great and marvelous that they never forget to watch. Besides the competent guest or informant invited, the host of this program also amazes them. According to them, the host, Najwa Shihab, is smart and they like the way the host ‘attacks’ the guest or informant with the strike and ‘to the point’ questions.

Thus, in Mata Najwa ‘Habibie Hari Ini’, Najwa Shihab invited BJ Habibie to come again in February 5, 2014. It was different with their previous meeting, this special episode mainly talked about the democracy in Indonesia nowadays. Najwa Shihab questioned BJ Habibie and compared how the democracy applied in those different eras (Habibie’s era and now). As everyone known, BJ Habibie was the third president of Indonesia who led the nation only 517 days. According to Najwa, Habibie was the one who should be responsible with the ‘crawling’ democracy happened in Indonesia lately. He was the one who legalized the democracy parties and everyone has the same right in politic.

This paper would talk about the strategies employed by Najwa Shihab when she interviewed BJ Habibie in Mata Najwa “Habibie Hari Ini”. There were many strategies that were used by Najwa Shihab in questioning the guest. Thus, in this special episode with BJ Habibie, she tended to use the indirectness question to the speaker. She was usually giving extra explanation as she did not intend to hurt the speaker. Since, she actually wanted to gain the more information about the President’s failure, she was being careful and very polite in giving the question. Therefore, this is called as the ‘politeness strategy’.

This paper is aimed to find out the politeness strategy, especially negative politeness, used by Najwa Shihab. Thus, it is to know how she employed those strategies in this special episode. Later, it is to observe why Najwa Shihab employed such kind of strategies. It is hoped that this paper could enlighten the future research especially for the negative politeness strategies.

In discussing politeness, it could not be separated from face-threatening act (FTA). FACE is public self-image that every member of society wants to claim for itself and claim that people cooperate (and assume each others' cooperation) in maintaining face in interaction (Brown and Levinson, 1987:61). Then, FACE is divided into two; “negative face”, the basic claim to territories, personal preserves, rights to non-distraction, and “positive face,” the positive consistent of self-image or ‘personality’ (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants (Brown and Levinson, 1987:61).

Politeness strategy is what we think is appropriate behavior in particular situations in an attempt to achieve and maintain successful social relationships with other (Lakoff, 1972: 910). It is also called the ‘indirectness’ which the speaker tends to have more explanation in questioning rather than give the question directly to the hearer. Hence, this program is a kind of talk show which usually brings up the hot topic (usually the politic issue) and clarifies the information/the issue spreading out in public. Najwa implicitly attacks the speaker about the ‘bad rumors’. She always asked to the sensitive side of the guest so it was like threatening the hearer. The strategy which is threatened the hearer negatively is called the negative politeness. Negative politeness attends to a person's negative face needs and includes **indirectness** and **apologies**. It expresses **respect** and **consideration**. Negative politeness manifests itself in the use of conventional politeness markers, deference markers, minimizing imposition. Negative politeness attends to a person's negative face needs and includes indirectness and apologies. It expresses respect and consideration. Negative politeness manifests itself in the use of conventional politeness markers, deference markers, minimizing imposition, etc. According Brown and Levinson (1987: 129-210), negative politeness has ten strategies such as (1) being conventionally indirect, (2) questioning, hedge, (3) being pessimistic (4) minimizing the imposition (5) giving deference, (6) apologizing (7) impersonalizing speaker and hearer (8) stating the FTA as a general rule (9) nominalization (10) going on record and incurring a debt, or as not indebted hearer. The detail explanation would be explained in the result and discussion along with the data found.

Research Method

This research is a qualitative research as the data that are analyzed are descriptive data. As stated by Bogdan and Taylor (in Moleong 2004: 4), qualitative method is a research procedure that produces descriptive data, including either written words or spoken words, and behavioral activity of the people who are observed. The data were taken by making a transcription of Mata Najwa ‘Habibie Hari Ini’. Thus, the transcriptions were observed solely. Since the focus on this research is Najwa Shihab, so the observation was also focus on Najwa Shihab’s expression and utterances. Then the data were described and identified the strategies using Brown and Levinson politeness theory. The data, then, were interpreted and discussed why Najwa Shihab applied those strategies. Finally, the conclusion was drawn.

Result and Discussion

After observing all the transcription, these are the data shown the negative politeness employed by Najwa Shihab. Mostly, the data taken were in the form of ‘questions’ since this is a kind of talk show.

(1) Be conventionally indirect

It is “a speaker is face with opposing tension: desire to give the hearer an ‘out’ by being indirect” (Brown and Levinson, 1987:132). The speaker is being indirect to make hearer do something.

“Pak Habibie untuk menutup, saya teringat sumpah Pak Habibie yang begitu menggetarkan dada. Kalo boleh saya minta Pak Habibie membacakan lagi sumpah itu untuk audience yang ada disini dan juga pemirsa Mata Najwa?”

The bold sentence above is showing how Najwa asked Habibie to read the promise (swear). Instead of being direct, she gave comment first by saying '*sumpah Pak Habibie yang begitu menggetarkan dada*' thus she politely asked Habibie to read it once again to the audiences by asking '*kalo boleh saya.....*'.

"Terkejutkan anda, Pak Habibie, ketika Presiden Soeharto tampaknya meragukan kemampuan wakilnya sendiri?"

The sentence above also called as 'be conventionally indirect'. Najwa gave more explanation when she asked whether Habibie was shock or not according to the video shown before. Instead of being direct, Najwa used politeness in asking.

(2) Question, Hedge

This strategy "derives from the want not to presume and the want not to coerce the hearer" (Brown and Levinson, 1987:145). It is the use of hedges in expressing the statement. Brown and Levinson (1987:145) add that hedge is a particle, word or phrase that shows the scale of membership of a predicates or noun phrase in a set.

"Apa yang dulu membedakan? Kenapa dulu jaman Habibie, ketika baru saja masuk era transisi reformasi, baru saja reformasi dilakukan, tapi tampaknya etika politiknya lebih jelas, ya? Menjadi menteri, menjadi presiden tidak ada embel-embel jabatan di partai."

The word 'tampaknya' there showed the degree the noun, here was, 'etika politik'. Najwa used hedge when she questioned the hearer.

(3) Be pessimistic

According to Brown and Levinson (1987: 173), this strategy shows a doubt by the speaker and gives redress to the hearer negative face. They added that the realizations of this strategy are the use of negative (with tag), the use of subjunctives, and the use of remote-possibly markers (Brown and Levinson, 1987:175)

"Pak Habibie, betul tidak itu? Ada orang-orang di sekeliling yang membisiki sehingga akhirnya Budiman dibebaskannya belakangan?"

Najwa showed her doubt by giving tag question there. She wanted to clarify the statement from Budiman. This is the example of the use of negative (with tag). The other example is shown below:

"Kalo dia bisa...kalo dia masih sadar, Anda yakin Pak Harto akan mau menemui Baharudin Jusuf Habibie?"

This is the example of the use of subjunctive. It seemed like Najwa was doubt whether Soeharto would want to meet BJ Habibie or not.

(4) Minimize the imposition, Rx

This strategy is "defusing the FTA by indicating Rx, the intrinsic seriousness of the imposition, is not itself great" (Brown and Levinson, 187:176). The factors are the distance and power of the speaker and the hearer. It is showed in the example below:

"Ditumpukan saya, di atas meja ini ada tumpukan foto, Pak Habibie. Satu kata saja, Pak! Apa yang spontan terlihat ketika...spontan terpikir.."

The use of expression "*satu kata saja, Pak!*" by Najwa Shihab showed that she minimized the imposition. In fact, the comments were more than one word. She politely asked Habibie in order to fulfill what she wanted.

(5) Give deference

There are two realizations in this strategy. In giving deference, (1) the speaker is being humble to the hearer and (2) the speaker satisfies the hearer's by treating the hearer as superior (Brown and Levinson, 1987:178).

“Pak Habibie, seberapa sulit ketika itu menurut Bapak...proses atau upaya membuktikan bahwa Habibie bukan kroni Soeharto? Atau memang Pak Habibie tidak pernah merasa perlu repot-repot membuktikan bukan kroni?”

Instead of addressing ‘you’, Najwa gave respect to Habibie by calling him ‘Sir,’ (*‘pak’*) and with his full name ‘Mr. Habibie’. Mostly, the data are shown that Najwa rarely called Habibie by ‘you’. As I observed, from the beginning until end, she mostly addressed Habibie by saying ‘sir’ or ‘Mr.Habibie’ (*‘Pak’* or *‘Bapak’* or *‘Pak Habibie’*). In fact, Najwa is much younger than BJ Habibie, thus in Indonesian culture, it is a must to respect the old one. In addition, BJ Habibie is the third President of Indonesia. So, Najwa showed a respect and appreciation to BJ Habibie.

“Ada Ibu Dewi Fortuna Anwar juga, ketikaitu yang merupakan bagian dari tim Presiden Habibie. Ibu Dewi, ada yang mengatakan ketika itu Habibie mengambil keputusannya seorang diri, militer tidak dilibatkan, kemudian menteri bahkan menteri Polhukam tidak dilibatkan sama sekali.”

Najwa also addressed the other guest in polite way. Here, Dewi Fortuna was a member of Habibi's cabinet era. Thus, Najwa also addressed her by *‘Ibu Dewi’*. She also showed respect to Dewi Fortuna in this show as the other older people.

(6) Apologize

Brown and Levinson (1987:187) stated “by apologizing for doing FTA, the speaker can indicate the reluctance to impinge on the hearer's negative face”.

“Sekali lagi Pak Habibie, bukan untuk mengorek luka lama... tapi untuk belajar dari perjalanan bangsa. Eee...pada saat itu, Pak Habibie berada di rumah dan menyaksikan dari televisi, betul, Pak?”

Here, it could be seen that Najwa wanted to apologize since she showed the Habibie's failure hence she should play the video to recall the audience's memories.

“.....dalam prakteknya kita lihat sering kali mengecewakan, dinasti partai kemudian pengurus yang bolak-balik dipanggil KPK, kemudian berbagai hal yang rasanya malu kalau kita mendengar tingkah laku politisi. Mohon maaf kepada para politisi yang hadir malam ini, tetapi itulah kenyataannya...”

Najwa was apologizing as she gave the facts that many of politicians always regretted people. She felt sorry for the politician who attended at Mata Najwa. She politely asked apologize to the audiences especially for the politician.

(7) Impersonalize speaker and hearer

This strategy is phrasing the FTA as if the agents are other than the speaker and the addressees are other than the hearer (Brown and Levinson, 1987: 190).

“Saya ingat saya wartawan pertama yang waktu itu Bapak kasih kesempatan wawancara. Saya ingat tahun itu, Pak, saya bertemu dengan orang yang sangat patah hati. Masih patah hatikah Habibie hari ini?”

Here, Najwa impersonalized the hearer by addressing 'Habibie' clearly in the bold sentence. Najwa applied the strategy in such an indirect way to perform a question. Instead of using 'you', she used the term 'Habibie'.

(8) State the FTA as a general rule

It is "one way to dissociate speaker and hearer from the particular imposition in the FTA. It could be generalized as a social rule, regulation or obligation". (Brown and Levinson, 1987: 206)

"Jadi wajar kalo sekarang orang-orang marah kepada partai politik atau pengurus partai yang kemudian mengkhianati uang yang sudah kita bayarkan untuk mereka..."

This is so called indirectness. Instead of saying it was her opinion, Najwa used the term 'people' ('orang-orang'), 'we' ('kita') and 'them' ('mereka'). This statement is more like a social rule which people also believe on it.

"Saat peralihan itu pun, ada banyak keraguan yang muncul, bahkan ada yang mengatakan analisa keraguan itu pun muncul dari mentor Habibie ketika itu. Presiden Soeharto ketika itu pun tampaknya mengeluarkan sinyal-sinyal ragu terhadap wakilnya sendiri..."

Najwa gave the opinion based on the general statement. Instead of having her own opinion about Habibie's reign, she did the FTA by giving the general rule. It is similar with the example in Brown and Levinson (1987: 207) that 'corporate groups and corporations act like individuals'.

(9) Nominalize

This strategy is by nominalizing the expressions. The more it is nominalized, the more it is dissociated. If the subject is nominalized, the expression becomes more 'formal'. Brown and Levinson (1987:207) add that "the facts of syntax suggest a continuum from verb to adjective to noun".

"Dari kacamata Habibie Hari Ini, partai politik Pak Habibie yang diharapkan bisa menjadi salah satu instrumen demokrasi yang matang, dalam prakteknya kita lihat sering kali dikecewakan, dinasti partai kemudian pengurus yang bolak-balik dipanggil KPK, kemudian berbagai hal yang rasanya malu kalau kita mendengar tingkah laku politisi."

Najwa tried to tell the audience about the facts by expressing. The way she expressed in statement was by nominalizing verbs and adjectives into nouns. This was applied to make it more formal.

From the data explained above, there were only nine of ten types of negative politeness strategies were found. Thus, as I observed from all the data taken, Najwa was mostly using the 'give deference' and 'be conventionally indirect' strategies. Many of negative politeness strategies are shown above. As it has been stated before, negative politeness is redressive action to the hearer negative, the want to get their freedom of action unrestricted and their attention unimpeded (Brown and Levinson, 1987: 129). In doing the FTA to the negative face of the hearer face (like questioning the hearer), Najwa tended to employ these strategies. Hence, she used it in more polite way. Therefore, her action and attention were unhindered.

The negative politeness is also called the indirect expression. Najwa kept applying the politeness because of the form of the talk show. This talk show could be as a semi-formal talk show, so the interaction happened should be in formal show. The audiences also come from the educated people. So, it is more appropriate to use formal expression and politeness (as being indirect). Besides, Metro TV is known as its news-channel. As the news-channel, it is better to have more formal set in all the programs as well as Mata Najwa. The use of politeness also gives more appreciation from people as the more educated people. People would consider the show is a good show and have 'smart'

people in it. Moreover, Mata Najwa mostly brings up the political issue with the competent informant, so it is a must to apply politeness in the interaction. Instead of appreciating and respecting the guest, these could give a good 'image' for Mata Najwa, especially for the host, Najwa Shihab. Since the purpose of Mata Najwa is to clarify the sensitive issue, she showed the negative politeness in this episode.

Different from the positive politeness which shares solidarity and minimizes the status differences, negative politeness has correlation with distance and power (Holmes, 2001: 268). One of the strategies of negative politeness is 'giving deference'. It clearly tells us that someone is being addressed in more superior way. It pays some respect to the hearer. In this special episode, BJ Habibie, the third president of Indonesia, was invited to the show as the main speaker to gain the information and clarify the public issues/rumor. Najwa gave respect to BJ Habibie, as she mostly addressed him in polite way. As it also has been stated above, Indonesian culture is unlike the western culture which honorifics could be omitted. Giving respect to the older one is a must thing to do, so that Najwa addressed him by 'Pak..' or 'Bapak..' and even with his name "Bapak Habibie..." most of the time. Thus, it could be implied that Najwa is also shown her distance and power to BJ Habibie. Here, although Najwa Shihab as the host which means that she should have more power than BJ Habibie, she still addressed him in polite way. She also sometimes omitted the pronoun 'I' and 'you' when she questioned BJ Habibie. The negative politeness is also used for social 'distancing', as the speaker tends to put the social brake on the course of interaction (Brown and Levinson, 1987: 130). So, here, it could be drawn that the relationship between Najwa Shihab and BJ Habibie are limited normally only as the host and the guest in this show. Najwa always positions herself as the one who leads the talk show. So, she should be polite to the guest. Although they might have met each other many times, she never places herself like 'we-are-friends' to BJ Habibie and keeps giving respect to him.

Conclusion

From the explanation above, it could be concluded that only nine from ten strategies found which applied by Najwa Shihab in Mata Najwa Habibie Hari Ini. There were (1) being conventionally indirect, (2) questioning, hedge, (3) being pessimistic (4) minimizing the imposition (5) giving deference, (6) apologizing (7) impersonalizing speaker and hearer (8) stating the FTA as a general rule (9) nominalization. The last which was not applied was (10) going on record and incurring a debt, or as not indebting hearer. Here some reason which could be implied why Najwa employed the negative strategies. (1) Mata Najwa is a formal talk show which has competent guests, therefore, to show the quality of the show, Najwa uses politeness. Furthermore, since the audiences should be educated people, Najwa should be more appropriate to use politeness and indirectness to indicate that this is the 'smart' show and different from the entertainment programs. (2) Negative politeness is showing power and distance. Najwa also applied it because she wanted to show some respect to guest, especially here BJ Habibie, as people know him as the third president of Indonesia.

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