

**POLITENESS STRATEGIES IN CONVERSATIONS
BETWEEN A CUSTOMER SERVICE OFFICER AND
CUSTOMERS:**

**A Study in Badan Pertanahan Nasional
(National Land Agency)**

Semarang



THESIS

**In Partial Fulfillment of the Requirements
for Master Degree in Linguistics**

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SEMARANG**

2018

CERTIFICATION OF ORIGINALITY

I hereby declare that this study entitled “POLITENESS STRATEGIES IN CONVERSATIONS BETWEEN A CUSTOMER SERVICE OFFICER AND CUSTOMERS: A Study in Badan Pertanahan Nasional (National Land Agency) Semarang” is my really own and that, to be the best of my knowledge and belief, this study contains no material previously published or written by another or material which to substantial extent has been accepted for the award of any other degree or diploma of a university or other institutes of higher learning, except where due acknowledgement is made in the text of the thesis.

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SEMARANG**

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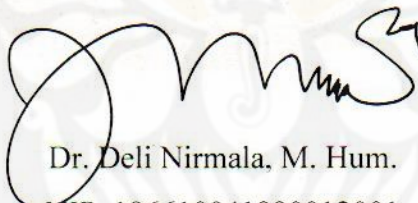
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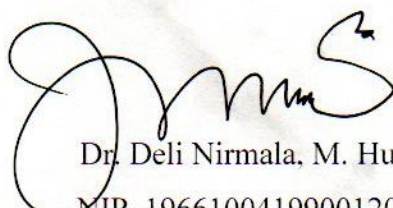
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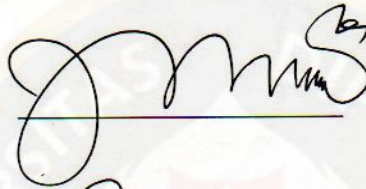
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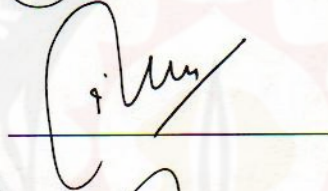
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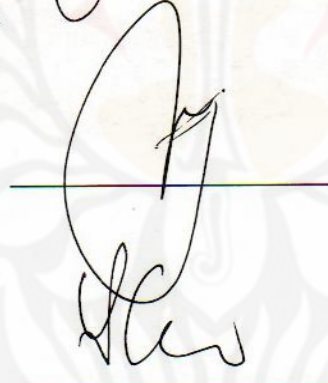
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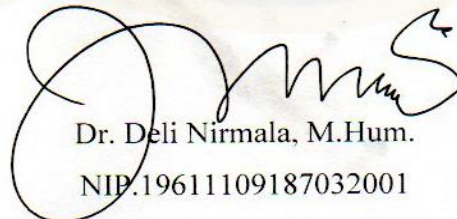


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MOTTOS

For truly with hardship come ease.

(QS. Al-Insyirah: 5)

Ngluruk tanpo bolo,

Menang tanpo ngasorake,

Sekti tanpo aji-aji,

Sugih tanpo bondo.

(Kanjeng Sunan Kalijaga)

Don't delay till tomorrow what you can do today

DEDICATIONS

I sincerely dedicate this thesis to ...

My reasons why I need to survive and finish this thesis

Allah SWT and the Prophet Muhammad SAW

My Beloved Sasa, Ibu and Bapak (Alm)

My brothers and sisters

All lecturers of Postgraduate Program of Linguistics at Diponegoro
University

All my friends who come to my life

ACKNOWLEDGEMENTS

Alhamdulillahirabbil'alamin. All praises to Allah, The Almighty, The Most Merciful, for blessing me and for giving me faith, guidance, patience, and everything during working on the thesis. Peace and blessing of Allah SWT be upon Prophet Muhammad SAW, my beloved Sasa, my parents, my family, and my companions. In addition, many people supported me to finish this thesis that the researcher would like to express my wholehearted gratitude to:

1. Dr. Deli Nirmala, M.Hum., as my thesis consultant and the Head of Postgraduate Program of Linguistics at Diponegoro University. Thank you for the patience and suggestion to assist me in finishing this thesis and giving the approval for this thesis.
2. Dr. Agus Subiyanto, M.A, Dr. Suharno, M.Ed, J. Herudjati Purwoko, Ph.D., Dr. Nurhayati, M.Hum and all lecturers of Master Program in Linguistics at Diponegoro University who enlarge my knowledge for these years.
3. The lifetime motivators, my beloved daughter Syafira Adhelia A, my mother Hj. Sulasih and my father H. Guritno (*Alm*), my brothers and his couple Djoko Radha P, S.H and Sudartiningtyas, Guruh Sakti S and Sofatin Arifin, S.H.I, Riski Nurman S, S.I and Axxellia Ramadhani, S.E and absolutely my beloved nephews Raditya Putra, Abi Yusuf and Maghfirotul Latifa. Thank you for supporting me.
4. The officers of BPN Semarang Pak Trisno, Pak Fauzi, and Bu Kanti, thank you for allowing and helping me during observe in the office.

5. My homey friends and siblings: Cil, Tutik, Erma, mbak Ega, Nova, Nanda, and Anna. Thank you for the existence for helping me anything when I need 'hands' to do something.
6. Genk 10, Mbak Naning, Ve, Tika, Shella, Nisa, Lia, Lisdiana, Mas Ivan and Dicky I will miss the moments we share.
7. My colleagues at Master Program in Linguistics UNDIP, especially Sabila, Osi, mbak Wuri, Nuken, mbak Laily, mbak Ima for being the best friends I could have, for accompanying me all the time and sharing laugh and tears together.

The researcher realizes that this report is not perfect, in order to make it better, the researcher accepts some advices and criticisms. Finally, the researcher wishes this research paper would be useful for all readers.

Semarang, March 2018

Adha Ritnasih Griyani

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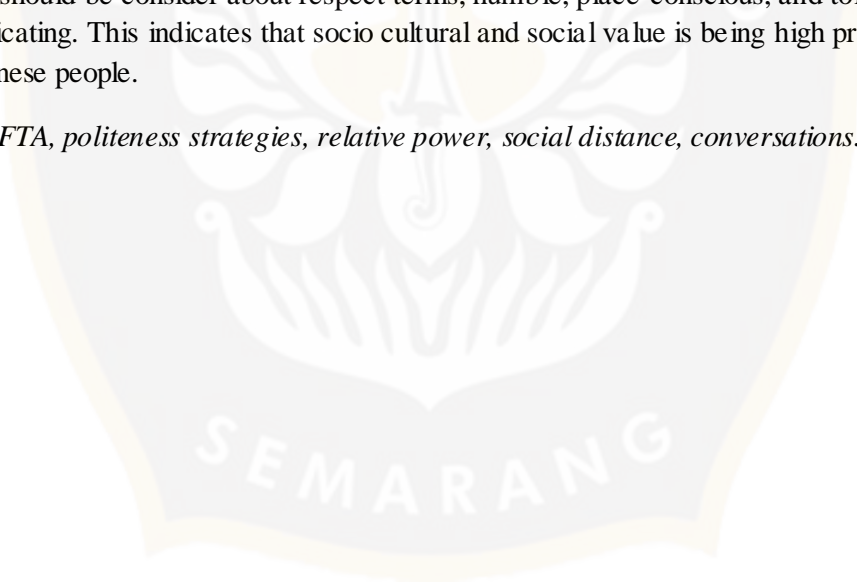
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ABSTRACT

This study deals with the realization of politeness strategies used by a Customer Service Officer (CSO) of *Badan Pertanahan Nasional* (National Land Agency) Semarang, Central Java. This research aims at presenting the politeness strategies used by the CSO during service process and the sociological variables influencing the use of politeness strategies in conversations. This study is a descriptive qualitative research. The data were taken using non-participant observation. Then I analyzed and classified them based on politeness strategies theory by Brown and Levinson. The result shows that there are four strategies found namely bald on record, positive politeness, negative politeness and off record. The most dominant strategy is bald on record. Bald on record is actually an act to prevail over face concern (*Face Threatening Acts/FTA*). This strategy is mostly affected on the place where the conversation takes place (in Central Java) when the CSO purposely and intentionally switches Indonesia to *Javanese* language during serving processes most of the time in order to keep being 'direct' hence 'polite' to the customers. Then, there are two sociological variables which are connected with politeness strategies used by the CSO. They are relative power (P) and social distance (D). Based on the findings, bald on record indicates relative power and close distance. Hence, here the sociological variables do not affect much in the use of politeness strategies by the CSO. The CSO tends to minimize the power because it is influenced by the Javanese culture that people should be consider about respect terms, humble, place-conscious, and tolerant in communicating. This indicates that socio cultural and social value is being high praised by the Javanese people.

Keywords: FTA, politeness strategies, relative power, social distance, conversations.



INTISARI

Penelitian ini membahas penggunaan strategi kesopanan yang dilakukan oleh petugas layanan (CSO) dari Badan Pertanahan Nasional Semarang. Penelitian ini bertujuan untuk menyampaikan strategi kesopanan yang digunakan oleh CSO selama proses layanan, dan variabel sosial yang mempengaruhi terhadap penggunaan strategi kesopanan dalam percakapan. Penelitian ini menggunakan deskriptif kualitatif dimana percakapan antara CSO dan pelanggan diambil sebagai data menggunakan cara observasi *non-participant*. Data dianalisa dan diklasifikasikan berdasarkan teori strategi kesopanan dari Brown dan Levinson. Hasil penelitian menunjukkan bahwa ada empat strategi yang ditemukan yaitu bald on record, kesopanan positif, off record dan strategi campuran. Lebih dari itu, strategi campuran dibagi menjadi tiga kategori yaitu (1) strategies kesopanan campuran bald on record dengan positif, (2) kesopanan positif dengan positif, dan (3) kesopanan negatif dengan positif. Strategi yang paling dominan digunakan adalah campuran strategi antara bald on record dan positif. Bald on record sebenarnya adalah suatu tindakan untuk memenangkan tindakan ancaman muka sedangkan kesopanan positif adalah cara untuk meminimalkan tindakan ancaman muka. Sehingga, strategi campuran yang diterapkan oleh CSO secara umum bertujuan untuk kesuksesan dalam melayani pelanggan secara langsung tanpa mengancam muka dari pelanggan. Strategi ini sangat dipengaruhi oleh tempat dimana percakapan berlangsung (di Jawa Tengah) ketika CSO secara sengaja dan intensif mengubah Bahasa Indonesia ke Bahasa Jawa selama proses layanan berlangsung agar menjaga percakapan kepada pelanggan berjalan 'teratur/langsung' tetapi terasa 'sopan'. Kemudian, ada dua variabel sosial yang berhubungan dengan penggunaan strategi kesopanan pada analisis ini. Strategi tersebut adalah kekuatan relative (P) dan jarak sosial (D). Akan tetapi, variabel sosial tidak berpengaruh signifikan terhadap penggunaan strategi kesopanan yang digunakan oleh CSO. CSO cenderung meminimalkan kekuatannya karena dipengaruhi oleh budaya Jawa bahwa orang harus memperhatikan sikap hormat, rendah hati, sadar akan tempat, dan toleran dalam berkomunikasi. Ini menunjukkan bahwa budaya sosial dan nilai sosial dijunjung tinggi oleh masyarakat Jawa.

Kata kunci: FTA, strategi kesopanan, kekuatan relative, jarak sosial, percakapan-percakapan.

CHAPTER I

INTRODUCTION

In this chapter, I present background of the study, research problems, purposes of the study, significance of the study, scope of the study, definition of key terms, and organization of the study.

1.1 Background of the Study

The statement of president Jokowi “Joko Widodo” about acceleration of millions of land certificates a year in Indonesia has become a “hot issue” in society (Jakarta Post, August 24, 2016). This issue becomes a trending topic because in regions, provinces, and villages, there are many complaints about land disputes. The society believes that the president’s statement will help them to get the land certificates more easily and faster. Therefore, they will have legal certainty over the land areas. The government is assisted by *Badan Pertanahan Nasional* (National Land Agency/BPN for short), which has function in solving land issues in Indonesia.

In the late 1960s, BPN was known as *Kantor Agraria* (Agrarian Office). Since 2014, in the president Jokowi era, *Kantor Agraria* has changed into *Kementrian Agraria dan Tata Ruang* (Agrarian and Spatial Planning Ministry) headed by Sofyan Djalil. Therefore, BPN belongs to the division of this ministry. In the course of BPN duties, the government has authorized each province and regency, which expected to help the societies in solving this issue. This office also helps them to manage private property, shifting right, and agrarian case.

The president's statement may cause a problem to the BPN officers because they should work harder and faster. Therefore, the BPN has appointed customer service officers (or CSO for short) to make the service processes easier and faster. The CSO will help the societies or customers to get the information about the land certificates and solving their complaints. By doing this, the CSO expected could be ready in any situations.

The CSO is careful in choosing appropriate language to the customers during the service processes. This is used as strategies in conversations. Some might characterize a polite person as always being considerate towards other people (Watts, 2003:1). Therefore, to achieve good communication in service process, the CSO needs politeness strategies in conversations.

The conversations take place in Semarang (Central Java) where the CSO and the customers tend to use Indonesian mixed with Javanese. It proved that their language used could not be separated from the habit of Javanese people in communication or could be said as the principal of harmony (Gunarwan, 1998). Therefore, the conversations contain politeness strategies to keep the principal of harmony by the Javanese people.

In this research, I analyze politeness strategies in BPN Semarang, Central Java. Most of the CSOs and the customers are native speakers of Javanese. They speak using Indonesian as formal language and sometimes switch into Javanese. The language switching is used as a signal of group membership (fellow of Javanese people) and shared ethnicity (Holmes, 2001:35). Furthermore, it shows a

polite strategy in conversations by the Javanese people especially to those who already accustomed to it.

This research is aimed at finding the politeness strategies used by the CSO and the sociological variables influencing the use of politeness strategies are relevant to relative power, social distance, and rank of imposition. In this research, I use Brown and Levinson theory of politeness strategies (2000).

1.2 Research Problems

This study will identify some problems based on the background of the study above. The problems are:

1. What are politeness strategies used by the CSO in conversations during the service processes?
2. How do the sociological variables influence the use of politeness strategies in the conversations?

1.3 The Purposes of the Study

This study is aimed to find out the politeness strategies used by CSO in conversations during the service processes and to find out the influence of sociological variables to the use of politeness strategies.

1.4 Significance of the Study

This analysis can be used for other researchers to develop the analysis about politeness strategies in conversations. For all customer service officers, this

analysis can be used as references to make a good communication in conversations.

1.5 Scope of the Study

This study analyzes the politeness strategies in conversation between a customer service officer (CSO) and customers. I use Brown and Levinson theory of politeness strategies (2000). It covers the realization of politeness strategies and the influence of sociological variables in the realization of politeness strategies. The data of this research are the conversation between the CSO and customers during the service processes at *Badan Pertanahan Nasional* (National Land Agency) Semarang Central Java. I analyze CSO's utterances when serving the customers. This research belongs to the descriptive qualitative research because the data were taken from the phenomena happened in the society.

1.6 Definition of Key Terms

1. Concept of Face

Yule (2003:60) defined the concept of face as a social emotional sense of self that everyone has and expects everyone else to recognize.

2. Face Threatening Acts (FTA)

The threatening another's face is called as face threatening acts (FTA).

3. Politeness Strategies

Brown and Levinson (2000:94) divide politeness strategies into four super strategies namely bald on record, positive politeness, negative politeness, and off record.

4. Sociological variables

Based on Brown and Levinson (2000:71-83), sociological variables which influence the realization of politeness strategies is divided into three variables namely relative power, social distance, and rank of imposition.

1.7 Organization of the Study

This research is divided into five chapters. The organization of each chapter is as follows:

Chapter I: Introduction contains the background of the study, research problems, purpose of the study, significance of the study, scope of the study, definition of key terms, and the organization of the study.

Chapter II: Review of Related Literature discusses the previous studies, face threatening acts, politeness strategies, sociological variables, and Javanese.

Chapter III: Research Method relates to the research design, data, and source data, method of collecting data, method of analyzing data, and method of presenting data.

Chapter IV: Research Finding and Discussion elaborates the findings and discussion

Chapter V: Conclusion contains the conclusion drawn based on the result of the research.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter is divided into two sections. In the first section, I elaborate some previous studies related to the topic of the research. Meanwhile, I present the theoretical framework underlying the research in the second section.

2.1 Previous Studies

There have been many studies conducted related to politeness strategies in conversations. In this section, I present eight previous studies. All of them have similarities with either the topic of the approach used in this thesis.

Firstly, an article entitled “*Politeness Strategies Performed by Teachers to Effectively Assist Children with Autism in their Learning Process*” was written by Sugini, *et.al* (2016). This study discussed politeness strategies used by teachers of autism centre in Surakarta. The data were collected from four learning process performed by four different female teachers to each different child. The results showed that politeness strategies conducted by teachers in two modes namely verbally and non-verbally. Bald on record strategies became dominant strategy because they chose to teach using direct and clear utterances to encourage their self-esteem. Then it was followed by positive and negative politeness.

Secondly, the study entitled “*Strategi Kesantunan pada Tuturan Penjual Daging Ayam di Pasar Lamongan Sidoharjo Lamongan*” was written by Camalia (2016). This study was concerned with politeness strategies employed by the

chicken seller. She used empiric-qualitative research with pragmatic approach. The result showed that there were three politeness strategies used by the sellers namely bald on record, positive politeness and negative politeness. She also found five factors related to each other in determining a specific strategy. They were social distance, power, ranking, buyers' attitude, and the principle of transaction.

Thirdly, the study entitled "*Politeness Strategies in TV Talk Show (Talk Indonesia)*" was written by Hayati (2015). This research elaborated the realization of politeness strategies in the TV talk show (Talk Indonesia). She used descriptive qualitative approach and politeness strategies theory of Brown and Levinson to conduct her research. The results showed that politeness strategies used by the host were bald on record, positive politeness, and negative politeness. She found that the host did not use relative power for addressee who had mid and low power. The higher social distance the higher politeness strategies were used by the host. The rank of imposition was found when the host talked about sensitive topic.

Fourthly, an article entitled, "*Politeness strategies in Political language*" was written by Isnaini, *et.al* (2015). This study analyzed politeness strategies in political language. The writers used Brown and Levinson theory to determine politeness strategies. The data were taken from nine parties namely *Democrat, Golkar, PDIP, PKS, PPP, PKB, PAN, Gerindra, and Hanura*. The finding showed that there were four types of politeness strategies used by Politician in different types of illocutionary acts. They were bald on record, positive politeness, negative politeness, and off record. The most dominant type was positive politeness

strategies. They used the group identity marker in addressing someone to make the conversation become friendliness.

Fifthly, an article entitled “*Gordon Ramsay’s Politeness Strategies in Masterchef and Masterchef Junior US*” was written by Safa *et.al* (2015). This paper investigated the types of politeness strategies used by Gordon Ramsay in judging the ‘Masterchef’ and ‘Masterchef Junior US’. The data were taken from Gordon Ramsay utterances in the elimination test of two episodes. The finding showed that Ramsay used bald on record, positive politeness, and off record strategy in judging the Masterchef. Meanwhile, he only used positive politeness strategy in judging the Masterchef Junior.

Sixthly, an article entitled “*Politeness Strategies in Request by Norwegian Learners of English in Comparison with Native English Speaker*” was written by Salvesen (2015). The data were taken from Norwegian learners of English and English native speakers. The results of this research were the native English speakers’ used indirect strategies and the Norwegians tended to use explicit form of request strategies. The conclusion was an indirect request seemed more polite than explicit request. In contrast, Norwegians would be more polite making request in Norwegian language than in English.

Seventhly, an article entitled “*Konsep Kesopanan Berbicara oleh Wanita dalam Budaya Jawa*” was written by Sudartini (2010). This study aimed to know the politeness strategies used by Javanese women and the factors influence. The data were taken from the utterance of Javanese women. The results showed that the Javanese women often used positive politeness strategies than negative

politeness strategies. Thus, the factor choosing of these strategies was the stereotype in Javanese culture that women were being second place after men because women tended to less confident in society.

The last previous study was an article written by House (2007) entitled “*Politeness in English and German: The function of Please and Bitte*”. This study aimed to prove that females used *please/bitte* more frequently than males, German native speakers used the marker more frequently than British English native speakers, and German learners of English used *please* more frequently than British English native speakers. The data were taken 300 correspondents that divided into three cases in different situations. The results showed that females used *please/bitte* more frequently than males were not fixed. Then German used marker *please/bitte* more often than English speaker. Lastly, German learners of English used *please* more frequently rather than native speakers of British English. It happened because German learners used imperative structures more frequently than the British native speakers. It can be said that imperatives always carry *please* marker.

The previous studies above have similarities with the recent study in discussing politeness strategies and its sociological variables. Hence, the difference is the data, which would be taken from the formal conversation between a CSO and customers in real situation at *Badan Pertanahan Nasional* (National Land Agency) Semarang. *Badan Pertanahan Nasional* (BPN) is a public service area that helps citizen in getting their land certificate. In addition, the data were taken in institutional office; absolutely it will be different analyzing

the data like in market, school, parties, and TV talk show. Therefore, this study becomes more interesting in which how well a CSO serve the customers in using the politeness strategies.

2.2 Theoretical Frame work

By analyzing the politeness strategies in conversations, I present the theoretical framework underlying the research. They are face-threatening acts (FTA), politeness strategies, bald on record, positive politeness, negative politeness, off record, mixture of strategies, sociological variables, and Javanese.

2.2.1 Concept of Face

As social beings, people need interaction with others in society. Communication is the way to carry out interaction among people. In communication, speaker (S) will look at the hearer's (H) face to know his reaction. It can be said that communication cannot be separated from the expression of each participant's face. Alternatively, face is used as line to maintain the cooperation face of speaker and hearer. It is also used as mediated contact with other participants. According to Goffman (1967:5), "face" is self-image reflected in terms of approved social attributes.

Face expresses social value of a person or ritual interaction. It will be seen on people face when they react another performance. Face also can be described as the public self-image. It expects somebody else to recognize their face needs or basic wants. Holmes (1995:5) described that people generally cooperate in

maintaining each other's face and partially satisfying each other's face needs. By doing this concept, it can be said as concept of face. Yule (2003:60) defines that the concept of face as a social and emotional sense of self that everyone has and expects everyone else to recognize. According to Brown and Levinson (2000:61), face is emotionally invested, and that can be lost, maintained, or enhanced and must be constantly attended to in interaction. It is something like self-illustration that can be maintained. Simply said, when people feel happy, they would show it by cheerfulness, pleased, enthusiasm, and excitement on their face. On the other hand, if they feel unhappy, it can be showed on their face by glooming, misery, and badness. In fact, a person is a good actor/actress in social life. Sometimes when he feels unhappy, he can feign as cheerful on their face. Inside if he feels happy, he can pretend to be miserable.

Yule (2003:61-62) states that face is divided in two types, namely face saving act and face threatening act. He also adds that there are two types of face saving act, such as positive face and negative face. Positive face relates to the solidarity and intimacy between speaker and hearer. In contrast, negative face needs to be freedom, lack of familiarity and there is a social distance between speaker and hearer. However, this analysis would only focus on face threatening acts.

2.2.2 Face Threatening Acts

In conversation, sometimes people threaten another people's face. The way of threatening another people's face can be said as a face-threatening act (or FTA for

short). A threat to positive face is usually called as positive face threatening acts, while the threat to negative face is often called as negative face threatening acts.

The FTA may be minimized by using politeness strategies. The strategy used is relevant to the FTA, which considers to the relative weightings. Brown and Levinson (2000:68) divided the relative weightings into three based on the speaker's (or S for short) wants in communication. First, S wants to do FTA with maximum efficiency, as well as it is used in urgent situation. Second, S wants to maintain hearer's face to any degree. Last, S wants to minimize the FTA. By doing these actions, it can be said that S has used politeness strategies.

2.2.3 Politeness Strategies

Based on Watts (2003:9), politeness is something learned and socialized. It means that human does not create politeness hence politeness needs to acquire, to express, and to be applied in social life. Brown and Levinson (2000:43) added that politeness is often held by ritual repetition behavior. Politeness generally relates to suitable behavior, which is done repeatedly in appropriate situations. Holmes (1995:4) stated that politeness is an expression concerning for the others feelings. It can be said that politeness is related with any situations in social interaction. People usually use respectful address form repeatedly when they meet somebody who has relative power than themselves like "*madam*" and "*sir*" or utterance like "*please, thank you, excuse me and sorry*" (Watts, 2003:1).

According to Brown and Levinson (2000:94), politeness strategies are divided four super strategies, these are bald on record, positive politeness,

negative politeness, and off record. Sometimes, these strategies also could be mixed each other later it is called as a “mixture of strategies.” The following subchapter will present the description about politeness strategies.

2.2.4 Bald on Record

Bald on record is called as a doing act baldly. It means that the speaker tells or does directly, clearly, unambiguously and shortly what s/he wants towards hearer. According to Brown and Levinson (2000:94), bald on record relates to the Grice's Maxims (1975), which describes that people should consider the quality, quantity, relevance, and manner for achieving a maximum efficiency in communication. It can be described that people should tell the truth and not to say something less or more than required.

Bald on record strategy is concerned with S's want to do FTA than satisfy H's face (Brown and Levinson, 2000:95). In addition, this strategy is often used to somebody who knows well each other such as family. Therefore, the S mostly is higher power than the H because he often uses clearly and shortly in the conversations.

Bald on record is divided into two cases namely the cases of non-minimization of the face threat and the cases of face threatening acts oriented bald on record usage (Brown and Levinson, 2000:95-98).

A. Cases of non-minimization of the face threat.

It is used when maximum efficiency is very important in communication hence both S and H know well each other.

1. When communicating in urgency situation.
 - *Help!*
 - *Give me a cup of coffee.*
2. It is used when S provides metaphorical urgency for stressing.
 - *Listen, this is the right way!*
 - *Look, he comes back.*
3. When S orders and requests something (as a direct imperative).
 - *Don't go anywhere!*
 - *Look into my eyes!*
4. When S is calling across a distance:
 - *Come back here!*
5. When talking on the phone with a bad connection:
 - *I need another Rp 500.000*
6. It is used when S is powerful than H.
 - *Bring me the sugar.*
 - *Lend me your money.*
7. When giving a warning or sympathetic advice to H.
 - *Careful! There's a snake.*
 - *Your leg is hurt; let me help you.*

B. Cases of FTA-oriented bald-on-record usage.

Brown and Levinson (2000:98) state that the standard used of bald on record sometimes overrides face concerns (FTA). It means that S also wants to give respect to involve mutual orientation. Therefore, it may emphasize the FTA.

2.2.5 Positive Politeness

According to Brown and Levinson (2000:101-129), positive politeness is directed to the addressee's positive face. This strategy is oriented to satisfy hearer's positive face. The speaker shows the intimacy to the hearer as indicates each other interest and approval. This strategy implies S and H's common ground, as they

want to 'come closer'. The mechanism of cooperation between the speaker and the hearer will be described as follows.

1. Notice, attend to H (his interest, wants, needs, goods)

This strategy emphasizes that speaker should take notice of aspects of hearer's condition. It means that speaker could satisfy the hearer's positive face by showing speaker's interest to the hearer about something. It can be showed by talking the hearer's interest and wants, and asking the hearer's needs and goods.

For example:

- *You look so beautiful; I like your lip's color. By the way, I come to borrow your bag.*

2. Exaggerate (interest, approval, sympathy with H)

The concept of this strategy relates to the speaker interest, approval, and sympathy towards the hearer. This strategy mostly shows exaggerated intonation, stress and other aspects of prosodies. For instance:

- *What a beautiful car you have!*

3. Intensify interest to H

S wants to get H's interest to strengthen S's story in order to get H's attention.

- *Yesterday, he picked me up to watch cinema. He bought some meals and drinks. He was really a perfect man. Today, I heard he got an accident. I was really surprised and sad.*

4. Use in-group identity markers

This strategy emphasizes that both S and H have same share wants. This strategy also cannot be separated from the phenomenon of code switching and the use of jargon/slang. The code switching involves in any switch from one language or dialect to another in communities (Brown and Levinson, 2000:110). Moreover, it is a code, which is associated with emotional support such as interest or respect to somebody by switching from one language to another. Additionally, the code switching phenomenon considers from the level of the interlocutors whether they are high (prestigious) or low level (ordinary). Otherwise, the use jargon/slang provokes shared association about the object, for example the use of brand names.

a. The code switching phenomenon

*A: **Anda** besok datang kesini lagi saja!*

*B: **Njenengan** besok kesini lagi saja! (you could come again tomorrow).*

The switching of addressee “*Anda*” (Indonesian) into “*Njenengan*” (Javanese) makes the utterance more polite. Otherwise, basically this utterance belongs to the bald on record because the utterance has function to give a direct imperative. Therefore, this strategy could mix with the other strategies.

b. The use of jargon/slang and address forms

- *Well **sist**, I come to borrow your **Hermes**.*
- ***Beb**, I cannot find my **Sneakers**.*

5. Seek agreement

Seek agreement is used to save the topic by repeating the preceding utterances. It indicates that speaker wants to be approved by satisfying the hearer’s positive face. It expresses an emotional agreement (as affinity) that S and H have same share knowledge.

- *A: I want to buy a new car again.*
B: Buy a new car again! (Showing surprise)

6. Avoid disagreement

This strategy is concerned with the ways to avoid disagreement. It means that S appears to agree with H's utterances. The S could use strategy for pretending to agree or hiding disagreement to get H's positive face. For example, the S responds to a preceding utterance with "Yes, but..." rather than a direct "No".

- *A: Do you love me?*
B: Yes, but I must be finishing my study.

7. Presuppose/raise/assert common ground

The purpose of this strategy is related with softening requests. It means that requests for favors. S thinks H's knowledge is equal with him. Sometimes, S also could merge pronouns 'I and You' into an inclusive 'we' to show sympathy.

For example:

- *A: Oh, this cut hurts awfully, dad.*
B: Yes honey I know, it hurts terrible.

8. Joke

Joke represents the mutual shared background knowledge and values. It becomes the basic strategy of positive politeness, which is used to minimize the FTA.

- *How about give me this lousy dress; it is impossible if you put it on again. (laughing)*

9. Assert or presuppose S's knowledge of and concerns for H's wants

The speaker should raise his knowledge about hearer's wants and willingness to fit H's wants. This strategy also uses kind of sweet talk for smoothing.

- *I know you love jasmine but the florist didn't have any more, I brought you chrysanthemum instead.*

10. Promise

In this strategy, promise represents cooperation between the speaker and the hearer. By doing this, the speaker tries toward the hearer. The speaker shows good intention for satisfying the hearer's positive face. However, sometimes his promise is false.

- *I promise that I will come to your birthday party.*

11. Be optimistic

The speaker assumes that hearer wants to fulfill his wants and helps him to get the desires. In addition, between S and H also cooperate each other to represent their mutual interest and approval.

- *You will lend me your car a week for my vacation, OK?*
- *I'm sure you will give me allowance for this month.*

12. Include both S and H in the activity

This strategy conducts by asserting inclusive 'we' form. It indicates that the speaker means 'you' or 'me'. The inclusive 'we' form can make a good cooperation between speaker and hearer.

- *Let's spend this weekend for vacation. (i.g you)*

13. Give (or ask for) reason

In this aspect, the speaker gives reason about what s/he wants and why s/he wants.

- *Why don't you let me go with my friends?*
- *Why don't you love me as Galih loves Ratna?*

14. Assume or assert reciprocity

This strategy shows the cooperation between the speaker and hearer. Thus, in effect, S may say 'I will do X for you if you do Y for me'.

- *I will lend my books if you want to go to dinner with me.*

15. Give gifts to H (goods, sympathy, understanding, cooperation)

The concept of this strategy, S may satisfy the hearer's positive face want. The speaker could give some gifts to the hearer. Moreover, the gift is not only tangible gifts but it also can be giving the sympathy, understanding, and cooperation. This strategy might be useful because every person basically wants to be loved, cared about, listened and understood.

- *I proud of you for this exam.*

2.2.6 Negative Politeness

According to Brown and Levinson (2000: 129-211), negative politeness is a kind of politeness strategies to addressee H's negative face. This strategy relates to be freedom of action and freedom from imposition. Negative politeness is also concerned with the respect of behavior. The linguistics realization of negative politeness is usually indirectness, enclosure on illocutionary force, and polite pessimism. To conduct this strategy, H usually becomes relative power, which indicates that there is a social distance between the S and H.

1. Be conventionally indirect

To soften the utterances, indirect speech acts can be used in this strategy. It has function to minimize the imposition towards hearer.

- *Let me ask you to please bring these books.*
- *Can you come back tomorrow?*

2. Question, hedge

Question is important to conduct 'do not assume' strategy, by doing this the speaker can ask question to the hearer even of assuming by himself. Hedge is also important in turning utterance because a particle word or phrase can be modified into the degree of membership of a predicate or noun phrase in a set. Hedge also can be addressed to politeness strategies such as 'to be honest'.

- *I hate to say this but I have to go and leave you forever.*

3. Be pessimistic

This strategy shows hearer's negative face by explicitly expressing doubt. Moreover, when S makes a request, it might function as a dare.

- *Could you jump over that six-foot fence?*

4. Minimize the imposition

To minimize the imposition, the speaker should consider with the distance and power of H. It can be said the strong imposition will threat hearer's face either negative or positive face.

- *I just want to ask you could you lend me Rp 200.000.*

5. Give deference

The realization of give deference is divided into two sides. They are the speaker tends to be humble or the hearer tends to be superior. Both of them

convey that the hearer is higher social status than the speaker. It can be said as the mutual respect between the participants of speech.

- *Excuse me madam, would like a cup of tea or coffee?*

6. Apologize

To minimize the imposition towards hearer's negative face, speaker can apologize to the H. This strategy is used when S made a mistake or doing FTA. S can make apologize like "I am sorry, excuse me but, forgive me, please, etc."

- *Please forgive me, I can't stop loving you.*
- *I'm sorry I only want to make it better.*

7. Impersonalize speaker and hearer

The concept of this strategy is preventing reference to the person that concern in FTA. To prevent the imposition, the speaker could avoid pronouns 'I and you' in conversation.

- *It is rainy hard outside so it's better to make a cup of coffee.*

8. State the FTA as a general rule

This strategy expresses the FTA as social rule, regulation, and obligation that has to be done by the hearer.

- *Do not step on the grass!*

9. Nominalize

The speaker can substitute or nominalize the subject, predicate, object or even compliment to make the utterance more formal.

- *I'm surprised at your failure to reply.*

10. Go on record as incurring a debt or as not indebted hearer

S expresses the FTA by explicitly claiming indebtedness to H.

- *I would be happy if you want to accompany me to go to his party.*

2.2.7 Off Record

According to Brown and Levinson (2000:211-227), off record relates to violate the whole maxim of Grice (1975). Moreover, this strategy exploits ambiguity in the wider sense. Off record contains less information or sometimes different with the fact.

1. Give hints

S wants H to interpret his saying with possible relevance.

- *It is rainy hard outside (lend me your umbrella).*

2. Give association clues

It is one of the kinds of implicature, which is provided by mentioning S's requirement to H.

- *I'm afraid of this night to stay alone at home (Please come in).*

3. Presuppose

This strategy provides that the utterance might be almost relevance in context.

- *I bought new shirt again today.*

4. Understate

This strategy is one way to use implicatures. It can be seen by saying less than is required.

- *It's hot (need to drink or turn on the fan).*

5. Overstate

This strategy violates the maxim of quantity, S says more than necessary.

- *I have loved you for a thousand years.*

6. Use tautologies

This strategy also violates the maxim of quantity. S proposes H to look for the informative interpretation.

- *Super girl is still a girl.*

7. Use contradiction

S enforces H to look for some implicatures. S cannot be telling the truth. This strategy makes the ambiguity of meaning. S also encourages H to look for an interpretation to match in two proportion conditions “yes and no”.

- *A: Are you upset about that?*
B: Well (yes and no)

8. Be ironic

This strategy violates maxim of quality by saying the opposite.

- *It's a beautiful dress, isn't it? (Seems like a clown).*

9. Use metaphors

Metaphor violates maxims of quality, S uses connotation for H.

- *John's a real fish (He swims like a fish).*

10. Use rhetorical questions

This strategy is used to break a sincerity condition on questions.

- *Can't you come a second to see me? (Why you haven't come to visit).*

11. Be ambiguous

This strategy achieves through metaphor. It is not always clear because it uses connotation of metaphor.

- *Harry's a pretty sharp cookie.*

12. Be vague

S might go off record with doing FTA. S also becomes vague about the object.

- *I'm going to down the road (c.i. go to the pub).*

13. Over generalize

This strategy uses proverbs to criticize.

- *People who are laugh last laugh longest.*

14. Displace H

This strategy, S might go off record and wants his target will see that the FTA is aimed at him.

15. Be incomplete, use ellipsis

This strategy generalizes violating the maxim of quantity and manner. It uses rhetorical question.

- *Well, if one leaves one's tea on the wobbly table...*

2.2.7 Sociological Variables

Brown and Levinson (2000:74) state that there are three sociological variables, which influence the realization of politeness strategies. The sociological variables or the circumstances involve the following factors. These are social distance, relative power, and rank of imposition.

1. Social Distance

Holmes (1995:11) stated that the relative social distance between S and H is the one of the most basic factors determining the appropriate levels of politeness behavior. It means that the frequency of interaction becomes an important factor in determining the degree of solidarity. It depends on the assessment of the frequency of interaction and material or non-material goods exchanged between S and H. It can be seen from their reciprocal giving and receiving of positive face that reflex of social closeness.

An important thing, social distance can be measured based on the stable social attributes. It can be seen that the conversation between family members would show the closeness among them. Each family member talks more casual in conversation, which indicates that they have low social distance relationship. On the other hand, it is different with the employer when s/he talks to the boss. S/he will talk carefully to his boss to show her/his respect. Therefore, it shows that they have high social distance. Furthermore, it can be concluded that the basic of social distance can be explained that the closeness of social distance could affect the politeness strategies used. If S and H are close enough, they will use bald on record as a means of 'low' politeness strategies. Otherwise, if S and H have higher of social distance, they would prefer to use 'high' politeness strategies such as positive or negative politeness strategies.

2. Relative Power

According to Holmes (1995:16), relative power or hierarchical status is another important consideration in determining the appropriate degree of linguistics politeness. Relative power may influence the circumstance of another participant.

Furthermore, relative power of H can impose his own plans and his own self-evaluation to change the S's plans and self-evaluation. Brown and Levinson (2000:77) divide the relative power into two namely material control and metaphysical control. Material control relates to the economic distribution and physical force such as H's status and education. Otherwise, metaphysical control relates to age, gender and also the reflection of individual power. The classification of power can be derived from a variety of sources such as money, knowledge, social prestige, role and so on. The example of relative power can be seen as follow.

A student and the principal

Student : *Good afternoon, sir.*

Principal : *What are you doing at this time?* Holmes (2001:1)

The example above shows that the choice of addressee “*sir*” by the student as signal that the school principal has higher power than him and show a respect term. Otherwise, the principle chooses addressee “*you*” when talk to his student. It shows that the student becomes lower power than the principal. By doing this, it can be concluded that the more power of the people we talked, the more politeness strategies we used.

3. The rank of imposition

Rank of imposition can be described how the situation takes place. Brown and Levinson (2000:77) state that rank of imposition is defined as a cultural and situational of approval. It purposes to reduce the effect of face threat. Moreover, rank of imposition relates that something needs to say or something does not need to say.

2.2.8 Javanese Language

In Central Java, people tend to switch from Indonesian to Javanese in their daily conversations, as they already inhabit with these languages. It occurs in several environments such as in office, school, and in the market. The switching of this language happens eventually based on the situation. Somehow, the use of Javanese indicates that people want to make their utterances more polite. Therefore, they often switch from Indonesian to Javanese to soften their conversations.

Brown and Levinson (2000:110) stated that code switching involves switching from one language to another language, in bilingual or multilingual communities. Purwoko (2008:121) added that code switching also becomes one of the actions to manifest politeness. Semarang, as the capital city in Central Java, is a place where we could find many environments in which the people eventually mix Indonesian and Javanese in any kind of situations. In some cases, as Javanese, I sometimes unintentionally and spontaneously also switch from Indonesia into Javanese when I am calling someone by using “*njenengan/panjenengan*” instead of “*Anda*” (you). Somehow, I feel that, by calling them using Javanese, I give more respect to them. In short, the function of code switching is to make the conversation to be smooth.

The characteristic of Javanese can be seen from its levels and particles. Setiyanto (2007:26) explains that Javanese is divided into three levels of language in conversation, which is also called as *Unggah-ungguhing Basa*. The three levels are *Basa Ngoko*, *Basa Madya*, and *Basa Krama*. According to Purwoko

(2008:12), the classifications of three levels of Javanese lessen currently. Furthermore, the levels of Javanese is only classified into two namely *Ngoko* and *Basa*. *Ngoko* shows the basic level of Javanese while it is less polite to use for older people or in formal situation. However, *Basa* encompasses the variety of *Madya* and *Krama*. It is used to show a respect to people whom older or higher power than the speaker.

The Javanese language also cannot be separated from the habit (language) among people in using Javanese especially to those who already accustomed to it. Gunarwan (1998) classified the principle of harmony, which relate to language used among Javanese people. They are *Bidal Kurmat/Kurmat* (respect), *Andhap Asor/rendah hati* (humble), *Empan papan/sadar akan tempat* (place-conscious), and *Tepa selira/tenggang rasa* (tolerant).

CHAPTER III

RESEARCH METHOD

In this part, the approach and the research method are presented. I also explain the data source, method of collecting data, method of analyzing data, and the method of presenting data.

3.1 Research Design

This research is descriptive research because it is intended to describe, analyze, and interpret the factual condition, which concerns the pattern of behavior, language, action, cultural and natural setting in a period time. Then qualitative research is used in this study, as the main purpose of this study is to describe the politeness strategies in conversations observed. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Cresswell, 2014). Qualitative research involves the problems appeared and the procedures to solve the problems. Therefore, by using this method, the data from people or group of people interviewed were interpreted and elaborated. Based on the explanation above, it can be said that this research is descriptive qualitative.

3.2 Data and Sources of Data

The source of data in this research was conversations between a CSO (Customer Service Officer) namely Fauzi Arif (51 years old) and customers occurred in *Badan Pertanahan Nasional* (National Land Agency/BPN for short) office

Semarang city, Central Java, during the service processes. The data were in the form of utterances. From the recorded utterances, the politeness strategies used by the CSO were analyzed.

3.3 Method of Collecting Data

In collecting data, I used non-participant observation. According to Sudaryanto (2015:204), one of the data collection methods used in language research is non-participant observation. This method is supported with recording, note taking, and transcribing technique.

First, I asked for the CSO's permission and explained that he will be recorded when serving his customers. I got the opportunity to sit behind the CSO so I could observe everything occurred in that conversation. Second, I recorded the whole conversations using USB recorder. Aside from recording the conversations, I also took note on everything occurred during the service processes. Third, I listened to the recorded conversations and transcribed it. Then the data were analyzed by using Brown and Levinson's theory of politeness strategies (2000).

3.4 Method of Analyzing Data

According to Sudaryanto (2015:15), *Metode Padan* (referential method) is a method, which has determinants. The determinant in this research is the interlocutors. The steps of analyzing data will be described as follows.

1. Selecting data

Selecting data is used to get appropriate data about politeness strategies. I focused on the CSO utterances when serving the customers during the service processes. The utterances contain politeness strategies used by the CSO.

2. Classifying data

After selecting the data, I classify and present based on the table below.

Table. 1.1 Data Classification

No.	Utterances	Politeness Strategies							
		Bald on Record (1)	Positive Politeness					Negative Politeness	Off Record
			Use in-group identity markers (4)	Seek agreement (5)	Avoid disagreement (6)	Presuppose/Raise/Assert common ground (7)	Joke (8)	Offer, Promise (10)	Apologize (6-)
C1	A1, A2, ...								
Total									

Information:

- No. : Number of customers (C1-Cn)
 Utterances : Number of utterances (A1: data recording A number utterance 1, ...)
 Bald On Record (1) : (Strategy 1)
 Use In-Group Identity Markers (4): (positive politeness sub strategy 4)
 Seek Agreement (5) : (positive politeness sub strategy 5)
 Avoid Disagreement (6) : (positive politeness sub strategy 6)
 Presupposition/Raise/Assert Common Ground (7) : (positive politeness sub strategy 7)
 Joke (8) : (positive politeness sub strategy 8)
 Offer; Promise (10) : (positive politeness sub strategy 10)
 Apologize (6-) : (negative politeness sub strategy 6)
 Off Record (1off) : Use Contradiction

3. Data coding

The next step is data coding. The purpose of data coding is to make the data analysis easier. The example of data coding is given below.

- C1 : “Ini nanti diisi?”
 “Should I fill in this [form]?”
- CSO : “*Ini dulu, yang ini diisi di atas namakan siapa?*” (1)(A12)
 “First, you should fill in this form. Then whose name should be written on the deed?”
- C1 : “Istri saya.”
 “My wife.”
- CSO : “*Lha terus dari ini ke istrine njenengan bukti perolehannya mana?*” (1 & 4)(A14)
 “Terus dari [form] ini ke istri Anda bukti perolehannya mana?”
 “Could you show me the land ownership proof from your wife to yourself?”

The utterance above is an example of the conversation between a CSO and a customer. The code *C1* means that he was the first customer who was served by the CSO. The code *(A12)* shows that the utterance belongs to the recording A, and then number 12 is the number of utterance on the data transcription. Number *(1)* shows that the utterance uses strategy number 1 (bald on record). However, number *(1 & 4)* means that the utterances contain mixture of strategies namely bald on record *(1)* and use in-group identity markers *(4)*.

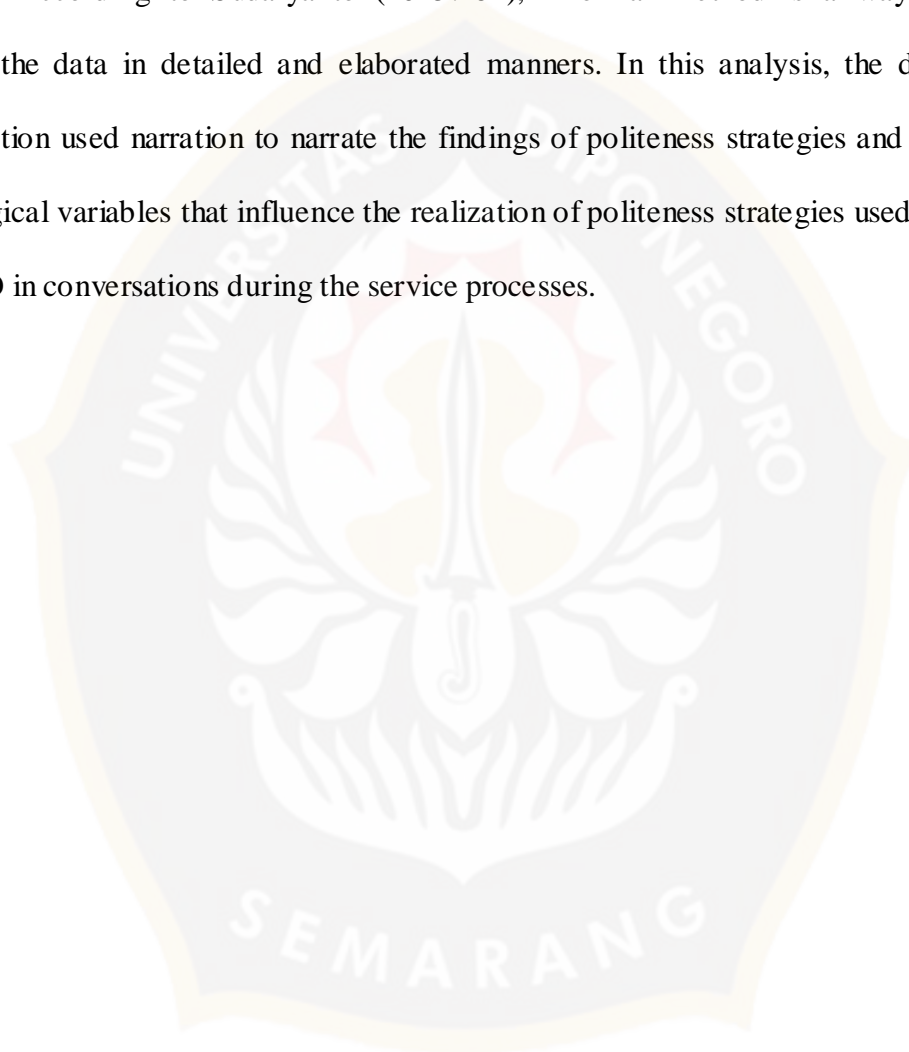
4. Processing data

After classifying the data, I described the data based on Brown and Levinson theory of politeness strategies (2000). The next step was connecting each strategies used by the CSO based on the sociological variables. From this step, I found the sociological variables influencing the choice of politeness

strategies. The last step was finding the conclusion and suggestion. Finally, I interpret the conclusion, which depends on the analysis.

3.5 Method of Presenting Data

Based on the analysis above, I used the method of presenting data with informal method. According to Sudaryanto (2015:261), informal method is a way to present the data in detailed and elaborated manners. In this analysis, the data presentation used narration to narrate the findings of politeness strategies and the sociological variables that influence the realization of politeness strategies used by the CSO in conversations during the service processes.



CHAPTER IV

FINDING AND DISCUSSION

In this study, I explore the politeness strategies in conversations. The focus of the study are the types of politeness strategies used by a customer service officer (or CSO for short) during service processes in *Badan Pertanahan Nasional* (National Land Agency/BPN for short) Semarang and the influence of sociological variables to the use of politeness strategies in conversations.

4.1 Findings

This research is conducted based on the Brown and Levinson theory of politeness strategies (2000). The data were the utterances of a Customer Service Officer (CSO) and Customers. Meanwhile, the utterances were focused only on the CSO's utterances during service processes in *Badan Pertanahan Nasional* (BPN) Semarang.

Applying the politeness strategies in conversations at BPN, we could not leave the notion of social context. The context can be seen from the situation happened in conversations during service processes. This relates to the sociological variables, which influence the use of politeness strategies by the CSO. They are relative power of the participants, social distance, and rank of imposition.

This analysis happened in Semarang (Central Java) where the CSO and customers were accustomed to use Javanese in their daily life. Therefore, the politeness strategies used by the CSO will be influenced by the social culture of

the Javanese people when communicating. Thus, it cannot be separated from *prinsip kerukunan* (principal of harmony) by the Javanese people (Gunarwan, 1998). He stated that *prinsip kerukunan* (principal of harmony) by the Javanese people would relate to the four maxims (*empat bidal*). They are *Bidal kurmat/hormat* (respect), *Andhap asor/rendah hati* (humble), *Empan papan/sadar akan tempat* (place-conscious), and *Tepa selira/tenggang rasa* (tolerant).

The politeness strategies identified are bald on record, positive politeness, negative politeness, and off record. Bald on record is used by the CSO when he wants to do the FTA with a maximum efficiency. Positive politeness is used to save the customers' positive face. Negative politeness is used to save the customers' negative face. For the last, Off record is used when the CSO wants to do an FTA, but he wants to avoid the responsibility for doing it.

4.1.1 Politeness strategies

The type of politeness strategies used and its frequencies during service process are presented in the table below.

Table 4.1. Types of Politeness Strategies Used

No.	The Politeness Strategies Used by CSO	Frequency	Percentage
1.	Bald on Record	45	48,9%
2.	Positive Politeness	31	33,7%
3.	Negative Politeness	6	6,5%
4.	Off Record	10	10,9%
Total		92	100%

The table shows that the classification of politeness strategies used by the CSO in conversations is various because each strategy has its own function. It can be seen that bald on record becomes the most dominant strategy used by the CSO. This strategy happens because the CSO as the institutional public officer may use direct imperatives to shorten time of service. In BPN, there are many people come for asking helps or more like giving complaints. Therefore, he should be faster in giving information and solving the customers' complaints.

Based on the findings, bald on record as the most dominant strategy, implies that the CSO is powerful than the customers. It can be said that he does not fear of non-cooperation and absolutely will threaten the negative face of the customers. Somehow, the distance is low to the customers. By switching to Javanese, it is used as a code that he wants to give *Kurmat* (respect) because the customers mostly use Javanese in conversations. Moreover, Javanese level is divided into two levels namely *Basa* and *Ngoko* (Purwoko, 2008:12). For your information, Javanese (*Basa*) is seen to be more polite to be used in Java (in any kind of situations). Therefore, here, the CSO tends to switch the language from Indonesian to Javanese in conversations even if it happens in formal situation. It proves that the CSO pays attention to *Empan papan/sadar akan tempat* (place-conscious) in *prinsip kerukunan* to fellow of Javanese people.

Second, based on the table above, positive politeness comes as the second most frequent strategy used by the CSO. This strategy is used by the CSO when he wants to satisfy the customers' positive face. The CSO shows the intimacy to the customers, which indicates each other's interest and approval.

Moreover, in this analysis, there is found some sub strategies of positive politeness namely Seek Agreement (5), Avoid Disagreement (6), presuppose/raise/assert common ground (7), Joke (8), and promise (10).

Third, based on the table, it can be seen that the CSO also uses negative politeness in this analysis. The CSO only uses one sub strategy apologizes. It is used when the CSO wants to be freedom of action and freedom from the imposition. Lastly, the CSO also uses off record strategy. It is used when the CSO wants to do an FTA, but he wants to avoid the responsibility for doing it. The deeper explanation will be elaborated in the next sub-chapter.

4.1.1.1 Bald on Record

Bald on record performs that the CSO wants to do FTA with maximum efficiency more than he wants to satisfy the customers' face. It shows that the CSO is less care about the effect of the customers' FTA. Moreover, these conversations take place in BPN so that the CSO should be faster in serving the customers as well as giving clear information. Therefore, bald on record is preferred by the CSO than other strategies. In addition, bald on record indicates a close relationship between the CSO and the customers.

Example 1

(When A1 arrived at BPN office, the CSO called and requested him to come in his desk. Then the CSO asked what he had been served by the other CSO).

CSO : “*Sini pak, bapak udah?* (1) (A1)
‘Come here sir, have you been served by the other CSO?’

- C1 : “Belum.”
 ‘Not yet, sir.’
- CSO : “Sudah nganu, sudah dilayani sama mbake?”
 “Sudah dilayani sama mbak ini?”
 ‘Have you been served by this woman, sir?’
- C1 : “Belum, saya mau mbikin sertifikat. Jadi tanah ini kan punya istri saya yang dikasi warisan sama bapaknya ...”
 ‘Not yet, I want to get a land certificate. The landowner is my wife who got legacy from her father...’

The utterance (A1) contains bald on record strategy. The CSO orders C1 to come in his desk using a direct imperative. The CSO believes that the direct imperative can make C1 to do something as his desires. It means that the CSO has done FTA with maximum efficiency more than he wants to satisfy C1’s face. It may threaten negative face of C1. It implies that the CSO does not fear of non-cooperation from C1. By doing this, the CSO is relative power than C1 because his job as a CSO so that he can ask and order C1 as needed to manage the service processes efficiently. Moreover, he wants to show *tepa selira* (tolerant) to C1 because C1 looks confusion then the CSO tries to help with order him to come to his desk even if it will threaten C1’s negative face for freedom of action.

Example 2

(C5 and his mother wanted to get a land certificatae then he asked for the CSO to check the form).

- C5 : “permisi pak saya mau mengajukan pendaftaran sertifikat tanah.”
 ‘Excuss me, sir. I want to register a land certificate.’
- CSO : “yang mau ngajukan ibu’e ini?”
 ‘Is this woman who wants to register?’
- C5 : “nggih, kan mas’e gak bisa takutnya nanti ada yang salah gitu tho ...” (menyodorkan form)
 ‘Yes, my brother cannot come in here, I’m afraid if there is some mistakes ...’ (giving the form).
- CSO : “ini ditulis datanya yang lengkap, tasih wonten sing kirang niki”
 (1) (A155)

‘write down this data completely, it is not complete yet.’

This utterance A155 is considered as bald on record. It shows a direct imperative to C5 to complete the data. It means that the CSO does not care about C5’s face. Somehow, the CSO could threaten C5’s negative face by ordering him to do something. By doing this, it can be seen that the CSO is powerful than C10 and his desire to satisfy C5’s face is small. Moreover, by switching from Indonesian to Javanese ‘*tasih wonten sing kirang niki*’, it shows that he wants to respect C5 because his customer is female. Therefore, he tends to switch the language to soften the utterance. For your information, Javanese *Basa* is seen to be more polite to be used in Java (depend on the situation). Here, he believes that he needs to soften the direct imperative because his guest is a woman by switching to Javanese *Basa*.

Example 3

(C8 and the CSO are close friend. C8 wanted to register his land to get a certificate).

CSO : “*Mas Edi, piye mas? Mendet riyen blangkonipun meniko*” (1 & 4)
(B60)

‘Can I help you Mas Edi? You can take the form over there.’

C8 : “oh, nggih”

‘Okay.’

CSO : “*Kalih mendet map ipun ...*”

‘Take the map too...’

C8 : “*lha ini mapnya sudah saya ambil*”

‘I already take the map.’

The utterance above (B80) belongs to the bald on record strategy. The CSO’s utterance shows a direct imperative. By using Javanese Ngoko “*Mas Edi piye mas?*”, it shows that they are close distance relationship and the CSO tends to be relative power. It is used to greet somebody who closes with him. Meanwhile,

when the CSO orders C8 to take the form, he switches to Javanese *Krama* ‘*Mendet riyen blangkonipun meniko*’. The CSO wants to show *Andhap asor/rendah hati* (humble) because C8 is his guest. By using a direct imperative, it may indicate that the CSO’s desire to satisfy C8 is small and threaten negative face of C8. However, the Javanese culture in respecting another people is being high praised by the Javanese people. Therefore, it can influence the utterances (a direct imperative) to be more polite because he uses Javanese *Basa* to order C8 to do something.

Example 4

(C20 made a mistake when submit *SKPT* ‘land registration certificate’. The CSO advised to submit the right form).

- CSO : “Surat Keterangan Pendaftaran Tanah niku sanes niki pak. SKPT niku sing kados niki, sing niki nipun.”
 “SKPT itu bukan yang ini pak, SKPT itu yang seperti ini.”
 ‘Sorry sir this form does not belong to the SKPT form, the SKPT form is like this one.’
- C20 : “Sing tagihan niku ya?”
 “Yang seperti tagihan itu ya?”
 “Is it like a billing form?”
- CSO : “nggih. Wonten?”
 “iya, apa Anda punya?”
 “Yes, you are right. Do you have it?”
- C20 : “teng nggriyo”
 “Suratnya ada dirumah.”
 “I leave it at home.”
- CSO : “*Dipendet rumiyin ngagem nipun sing niko!*” (1 & 4) (C5)
 “Diambil dulu ya karena itu yang akan kita gunakan!”
 ‘Take the form because we will use it!’

The utterance (C5) contains bald on record strategy. The CSO orders C5 to take the SKPT form. The CSO believes that the direct imperative can make C5 to do something as his desires because the CSO has authorization to order the

customers to obey the regulations in BPN. It means that the CSO has done FTA with maximum efficiency more than he wants to satisfy C5's face. He can threaten negative face of C5 and indicates that he tends to be relative power than C5. It implies that the CSO does not fear of non-cooperation from C5. Moreover, by using Javanese in this conversation, it indicates that they have same share background (fellow of Javanese people). It is used to show *Tepa selira* 'tolerant' because C5 uses Javanese *Basa* in conversation so that he tries to redress using the Javanese too. Moreover, the CSO tends to use Javanese *Basa* because the conversation is used in formal situation (*Empan papan/sadar akan tempat*) 'place-conscious'.

From those examples above, it can be seen that the utterance is delivered directly. The CSO's intention in satisfying the customers' face is small because the CSO does not fear of non-cooperation from the customers. Therefore, bald on record is used to get the maximum efficiency in conversations to create clear information. To remember again, this research happens in BPN so that the office obligates the CSO to work faster in serving the customers. Thus, bald on record strategy becomes his primary in conversations. Here, in fact, the CSO mostly tends to switch the language to Javanese. It indicates that the CSO wants to minimize the relative power even if he may threaten negative face of the customers by using bald on record strategy. It proves that in formal situation, the CSO still performs his respect (*Kurmat*), humble (*Andhap asor*), place-conscious (*Empan papan*), and tolerant (*Tepa selira*) to the customers.

4.1.1.2 Positive Politeness

Positive politeness is a strategy directed to addressee hearer's positive face. This strategy is oriented to satisfy hearer's positive face. It can be said that a speaker (S) wants to be approved, understandable, given sympathy and acknowledgement. Therefore, the main goal of positive politeness is to satisfy the hearer's positive face. Based on this analysis, the CSO shows the intimacy to the customers who indicate each other's interest and approval. Additionally, positive politeness indicates low power and high distance relationship to the customers. Therefore, by using this strategy, the CSO wants to show solidarity to the customers.

In this part, there is found some sub strategies of positive politeness. They are positive politeness with sub strategies seek agreement (5), avoid disagreement (6), presuppose/raise/assert common ground (7), joke (8), and promise (10). The types of positive politeness strategies used by the CSO and its frequencies are presented in the table below.

Table 4.2 Types of Positive Politeness Strategies

No.	Positive Politeness Strategies	Frequency
1.	Seek Agreement (5)	6
2.	Avoid Disagreement (6)	15
3.	Presuppose/Raise/Assert Common Ground (7)	6
4.	Joke (8)	2
5.	Promise (10)	2
Total Data		31

The table above shows that each strategy has different frequencies in application. Avoid disagreement becomes the most dominant sub strategy of

positive politeness, which functions to hide disagreement and to keep the customers' positive face. It indicates that the CSO tends to keep the customers' positive face by hiding disagreement. Then it is followed by Seek agreement, which functions to look for the same agreement by repeating the preceding utterances. It is used to clarify between the CSO and the customers have same purpose or intention in giving and getting the information during the service processes. Third, sub strategy presuppose/raise/assert common ground, it is used when the CSO supposes that customers' knowledge were equal to the CSO's knowledge. Fourth, sub strategy joke, it becomes the basic strategy of positive politeness. Sometimes, the CSO gives a joke to the customers to stress shared knowledge and values. Meanwhile, the CSO does not usually use this strategy because these conversations happen in a formal situation. Therefore, the frequency of this strategy is not much. Lastly, sub strategy promise, it is used to satisfy the customers' positive face even if the CSO's promise is less precise.

As it has been stated previously, this data were taken in BPN Semarang so that the CSO and the customers mostly use Javanese in conversations. Therefore, in the context of the use of these sub strategies of positive politeness, it cannot be separated from *prinsip kerukunan berbahasa orang Jawa* (the principle of harmony) and its sociological variables (power and distance). The deeper explanation about sub strategies of positive politeness will be elaborated in the next sub chapter.

A. Seek Agreement (Strategy 5)

One-way to save the topic of conversations, the CSO may use the seek agreement strategy. The agreement can be stressed by repeating the preceding of speaker has said rather than answered “yes/no”. By repeating the customers’ utterance, the CSO wants to clarify that he has same agreement to the customers. Moreover, seek agreement is also used to stress interest and surprise.

Example 5

(C2 is a woman who older than the CSO. She came to manage a land certificate. In the middle of conversation, the CSO asked about his friend who became her colleague. Then the CSO surprised that his friend had moved her house to Kendal).

- CSO : “*Anu nggih setunggal kantor kaleh Bu Bambang? Bu Bambang ... Ngaliyan meniko?...*”
 “*sekantor sama Bu Bambang? Bu Bambang... Ngaliyan itu?*”
 ‘Are you the colleague of Mrs. Bambang? Mrs. Bambang who lives in Ngaliyan?’
- C2 : “*oh nggih. Nganu Mba Diah. Sri Diah Wahyuningsih ... sarengan produksi ...*”
 “Yes, I’m. Did you mean Mrs. Sri Diah Wahyuningsih ... My colleague in production ...”
- CSO : “*daleme sak niki kan Ngaliyan kan?*”
 “Rumahnya masih di Ngaliyan?”
 ‘Is she still living in Ngaliyan?’
- C2 : “*oh nggih dalem nipun sakniki ning Kendal meniko Bu Bambang*”
 “Oh ya rumahnya Bu Bambang sekarang di Kendal.”
- CSO : “*oh, sakniki Kendal!*” (5) (A125)
 “Oh, sekarang di Kendal!”
 ‘Oh, She lives in Kendal!’
- C2 : “*nggih.*”
 “Iya.”
 “Yes, she does”

Based on the conversation above, the utterance (A125) belongs to seek agreement strategy. It is used to stress the CSO’s interest and surprise about the

news. The CSO surprises because his friend has moved her house from Ngaliyan to Kendal. It can be seen in utterance “*oh sakniki Kendal!*” The CSO chooses to repeat the preceding utterance rather than said yes/no. It indicates that he really surprised about the news. Moreover, in conversation above, the CSO tends to use Javanese *Basa* to C2. He believes that by using Javanese *Basa* to an older woman can make his utterance more polite and shows his *Kurmat* (respect). Therefore, the CSO as a Javanese people tries to apply *Andhap asor* (humble) to people whom older than himself. Hence, here, by using this strategy, it indicates that the CSO tends to be lower power and shows high distance relationship.

Example 6

(The CSO wanted to clarify when C31 registered his land certificate.

However, the CSO surprised about the news that the certificate did not finish yet).

CSO : “*njenengan tanggal berapa sih nganunya?*” (1 & 4) (E169)

C31 : “September”

CSO : “**September!** (5)

Sakjane udah jadi. Tapi disini bisanya hanya memberi informasi sudah jadi ato belum.” (E171)

The utterance above belongs to the seek agreement strategy. When C31 proposes his complaint about the land certificate, CSO tries to review the problems. In utterance (E171), it shows that he repeats C31 utterance than answer “*yes/no.*” This strategy is totally used to save C31’s positive face. This utterance also shows the CSO’s surprised about the news. It indicates that he wants to stress his interest and solidarity to C31. For your information, to make a land certificate does not spend the time more than two months. Here, the data were taken in November. Therefore, the CSO surprised because the certificate does not finish yet.

B. Avoid Disagreement (Strategy 6)

Avoid disagreement is another way to save the hearer's positive face. It is used to get a good relationship to the customers in conversations. To avoid disagreement, the CSO uses pseudo agreement or pretend to be agreement. The mechanism of this strategy can be seen when the CSO responds to a preceding utterance with "Yes, but ..." rather than said a direct "No."

Example 6

(C5 wanted to make a land certificate. She needed the CSO's help to check the forms).

- CSO : "*ini nama njenengan*"
 "Ini ditulis nama Anda!"
 'Write down your name here!'
- C5 : "*nggih.*"
 "Iya."
 'Okay.'
- CSO : "*ditulis aja nama njenengan*"
 "Just write down your name!"
- C5 : "*... langsung tulis mawon nggih*"
 "Langsung saya tulis ya."
 "I just write the form"
- CSO : "*tulis nggih*"
 "Iya berkasnya ditulis."
 'Yes, the form is written'
- C5 : "*niki pripun, mboten semarang april ngoten?*"
 "Bagaimana dengan yang ini, harus saya tulis Semarang April?"
 'How about this one, should I write Semarang April?'
- CSO : "*umur mawon kalih tahun nggih!*" (1 & 4) (A163)
 "Umur dan tahun saja ya!"
 'Just write down your age and year!'

The utterance above (A270) shows the avoid disagreement strategy. By doing this, actually, it will threaten C5's positive face because the CSO shows his disagreement. Meanwhile, to reduce the effect of the FTA, the CSO does not directly say a direct "No" about C5's question. The CSO shows the FTA with

redressive action by using pretend to be agreement. It can be seen in utterance (A163). Therefore, since the FTA is performed with using redressive action of avoid disagreement can minimize the FTA.

Example 7

(We still talked about C5 (see example 6) who wanted to get a land certificate).

- C5 : “*langsung keluar sak niki nggih Pak sertifikatnya?*”
 “Langsung keluar sekarang pak sertifikatnya?”
 ‘Is the certificate ready right now?’
- CSO : “*sekawan dintenan mangkih!*” (1 & 4) (A208)
 “empat harian nanti baru jadi!”
 ‘four days the certificate will be ready!’
- C5 : “*oh, sekawan dinten*”
 “Oh, empat hari baru jadi”
 ‘Oh, it is ready for four days.’
- CSO : “*nggih*”
 “Iya.”
 “Yes, it is.”

From the utterance (A208) above, it can be seen that the CSO makes the disagreement statement. It can be potentially threaten C5’s positive face. Otherwise, to reduce the FTA, the CSO uses redressive action by showing pretend to be agreement. The CSO does not say a direct “No” hence he hides his disagreement by saying, “*sekawan dintenan mangkih*” The CSO tries to manifest approval and sympathy to C26. Therefore, by doing this, the CSO shows his *Tepa selira* when C5 makes mistake, he does not say a blatant to or saying disagreement. Therefore, this strategy can minimize the threatening of C5’s positive face.

C. Presuppose/Raise/Assert Common Ground (Strategy 7)

Presupposition/Raise/Assert Common Ground is one of the positive politeness strategies. It is used to minimize FTA. The main point of this strategy, the CSO supposes that the customers' knowledge is equal with him. The cases of presuppose that found here is presupposing of knowledge. Somehow, the CSO considers that the customers have the same knowledge with him. The other case, sometimes the CSO merges the addressee "I" and "you" into an inclusive "we" that is used to show his sympathy.

Example 19

(C24 wanted to measure his plot of lands "tanah kapling" hence he did not know the payment for measuring the plot of lands. Then the CSO tried to give description about how to count the plot of lands payment. The CSO presupposed that C24 understood about his intention).

- C24 : "160 itu 160.000 pak?"
 "Do you mean that 160 rupiahs is 160.000 rupiahs sir?"
- CSO : "*seratus enam puluh rupiah ini lho. Berarti ini nanti 3 komponen, karena dibagi 3, paham nggih maksud saya?*" (4 & 7) (D125)
 "No, I mean that 160 rupiahs is for 3 components because the land is divided into 3 parts. Do you understand what I mean?"
- C24 : "oh gitu"
 "Yes, I do sir."
- CSO : "*nanti njenengan percaya aja diitungke disana.*"
 "You can trust with the officers because they will help you to measure the land."

This conversation belongs to sub strategy presupposition. C24 does not understand how to count the plot of lands payment. Then the CSO elaborates the payment of the land measurement. By doing this, the CSO presupposes that C24 understands about his elaboration. Moreover, he believes that C24 has same

knowledge with him. It can be seen in the utterance (D125) “*paham nggih maksud saya?*” It shows that the CSO wants to make it sure that C24 has been understand about what he has said.

Example 20

(C25, C26 and their families got a legacy. They wanted to measure their plot of land of land hence some of the families could not come to the office. C25 and C26 requested to be the representative of their families).

- C25 : “ini kan satu diantara pemilik (menunjuk pemilik disebelahnya), maksudnya mewakili yang lain ngoten Pak. Untuk ini Bapak kita ngajukan ukur ulang lagi patok tapi yang urus kan kita”
 “This is one of my families who got a legacy same with me (point at the people next to him). However, our family could not come in here to manage the plot of lands so that could we become the representation of our family sir? ”
- CSO : “*ya nanti kalo cuma diukur tok nanti nggak di patok lagi abis ya? Kita menghindari biar nanti gak ilang lagi*” (4 & 7) (E31)
 “If we just measure the land but we do not give a sign (patok), it would make the measurement disappeared. We avoid doing something like that in order to make the land measurement visible.”
- C26 : “gini lho pak, maksud kami itu pengen kalo ukur ulang lagi itu sampek dengan berapa, ben kita bisa ngiro-ngiro.”
 “No sir, we mean that how much money that we will spend if we do the land pplot of landting. We just want to make it sure.”
- CSO : “kan kalo pengukuran biayanya itu per sertifikat Pak”
 “The plot of lands payment depends on how many of the land certificates done sir.”

Based on the conversation above, the utterance (E31) belongs to sub strategy presupposition/raise/assert common ground. It can be seen that the CSO uses the inclusive “we.” It means that he wants to show *Tepa selira* (sympathy) to C25 and C26 about their problems in getting the land certificate. Moreover, it can

be seen that the CSO also uses the Javanese particle like “*tok*.” It shows that he wants to assert his statement to C25 and C26.

D. Joke (Strategy 8)

A Joke has function to minimize FTA. Instead of that, it could break the situation in order to be more fun and familiar. The Joke can be used to stress shared background or values. This strategy exactly becomes the basic technique of positive politeness strategies. For example:

Example 8

(The CSO and C11 are close friends. When C11 came to the office, the CSO tried to make a joke. He called C11 by using a nickname “*bos*.” However, C11 was not his real boss. Then he responded by making a joke too).

- CSO : “**Gimana bos?**” (8) (B152)
 ‘Can I help you boss?’
- C11 : “*Ojo ngono to pak (tertawa)*. Mau ketemu pak Bowo.”
 “Bapak sukanya bercanda (tertawa). Saya mau ketemu pak Bowo”
 “You are kidding me, sir (laughing). I want to meet Mr. Bowo.”
- CSO : “Pak Bowo udah berangkat ke Kembang Arum, eh ke Baban Nderep.”
 “Mr. Bowo just left to Kembang Arum, uhm sorry I mean that he goes to Baban Nderep.”

The utterance (B152) belongs to the sub strategy joke. The CSO tries to break the situation in order to be more fun. In utterance (B152), the CSO greets C11 by making a joke. He calls one of the customers who have been familiar with him by using the nickname “*bos*”. Based on the utterance, it indicates that he wants to show *Andhap asor/rendah hati* (humble) even if C11 is not his real bos.

Somehow, C11 also responds with making a joke too in Javanese such as “*ojo ngono to pak.*” Furthermore, the utterance above expresses that both of them have same share background as well as shows the closeness. Exactly, by doing this, it can threaten C11 positive face hence C11 can receive his joking because they are closeness. Thus, this utterance proves that the CSO tends to be lower power to C11.

Example

(They talked about plot of lands “*tanah kapling*” that had been affected the adjudication. C25 was one of the citizens who got the impact. Exactly, there were many people who had been affected the adjudication too. Then CSO tried to break the situation in order to be more fun and give comfort to C25).

- CSO : “ada berapa orang yang mau ngajukan ini?”
 “How many people that will be submitting these forms?”
 C25 : “banyak ini Pak? (tertawa)” (E19)
 “This will be held by many people, sir?” (Laughing)
 CSO : “*he’eh biar sekalian tenagane.*” (ikut tertawa) (4 & 10) (E20)
 “Iya biar sekalian tenaganya.”
 “Uhm, Ok. It will not spend your energy too much if you handle it together.” (laughing together)

The utterance (E19) above shows that C25 make a joke to the CSO. Then the CSO also replies with making a joke too like in utterance (E20). In utterance (E19) C25 said “*banyak ini pak*” it means that he would make CSO busy during helps him. Then CSO tries to redress the joke with utterance (E20) “*he’e biar tenagane sekalian.*” Those utterances express the intimacy between the CSO and C25. It proves that both of them have same-shared knowledge and values. Especially, it can be seen when the CSO made a joke in Javanese. The word

“*he’eh*” belongs to Javanese *Ngoko*. It means that the CSO’s utterance is less polite to use in formal situation hence it shows that there is no power and distance between them. Therefore, joke as the basic of positive politeness could manage the relationship and minimize the customer’s FTA.

E. Promise (Strategy 10)

One of the ways to satisfy the customers’ positive face, the CSO can use sub strategy promise. This strategy relates to the CSO’s promise that will help the customers to obtain their willing. However, sometimes his promise is less precisely. The CSO believes that this strategy could satisfy the customers’ positive face. One of the reasons, the CSO uses this strategy because he wants to show the solidarity to the customers to maintain their positive face. For example:

Example 22

(C25 came into BPN office to measure the plot of lands. However, the land is abandoned. Then the CSO promises manage the abandoned plot of lands).

C25 : “... *Kalo satu per satu itu bisa Pak nggih?*”

“... Can you count it one by one, sir?”

CSO : “*Insyallah bisa*” (10) (E14)

“I promise to help you to count it.”

C25 : “oh, nggih. Ini masing-masing mengajukan jadi satu atau?”

“So, should I submit this files together sir?”

CSO : “sendiri-sendiri”

“You should submit it one by one.”

Largely, Indonesian people are Muslim. In daily conversations, sometimes it cannot be separated from the religious habit (as they inhabit with it). In fact, the CSO and C25 are Muslims. When a Muslim makes a promise,

sometime he uses the Arabic utterance such as “*Insya Allah*”. The utterance has equivalence meaning with “I will try to help until obtain”. The utterance (E14) shows that the CSO promises to help C25. This strategy has a function to satisfy C25’s positive face and minimize the threatening of positive face even if his promise is less precisely.

Example 23

(The CSO and C26 talked about land measurement. C26 wanted to manage the measurement. Then CSO gave information about the measurement that he could give free payment hence it was not more than three forms).

- C26 : “*ngurus blangko sekarang iso ndak?*”
 “Can I get the forms of land measurement right now?”
- CSO : “*kalo dalam jumlah ini kan harus ada efiten fotokopi sertifikatnya, kan gratis niku Pak. Nek jumlahnya ini bisa itu ada 3 ato berapa itu kami bisa kasih njenengan. Ada berapa itu?*” (10) (E92)
 “For these several numbers forms you must attach the copies of the evidence certificate and it is free. If you make only three forms, we can help you to get free payment. So how many forms are those? ”
- C26 : “*oh nggih mpun*”
 “Uhm, Okay.”

Based on the utterance above (E92), the CSO promises to help C26; even he has said implicitly. The CSO promises that he would help C26 to get free payment if the forms are not more than three forms. Moreover, actually in Javanese the particle “*nek*” has equivalence meaning with “*Kalau*” in Indonesian. It means that if the forms are more than three items so he could not help him. Therefore, this strategy is less precisely, hence it could threaten the C26’s positive

face. By doing this, it indicates that the CSO wants to show *Tepa selira* by saving C26's positive face. Therefore, he does not say a blatant 'No'.

4.1.1.3 Negative Politeness

In our society, some people might prefer to use negative politeness in communication. Moreover, in fact, Javanese people like to use negative politeness. The negative politeness becomes a value that should be taught to their children because this strategy gives the deference to others as being a high praised of the Javanese people. Therefore, they like to hide their wants or tend to be indirectness in order to look polite and smooth.

A negative politeness shows the polite pessimism because the CSO believes that the customers higher power than him. Shortly, it can be described that the CSO wants to be freedom of action and freedom from the imposition. It can be said this activity as rituals avoidance. Somehow, during service process, the CSO might make a mistake so he needs redressive action. Furthermore, he uses the apologize strategy to free from the imposition and soften the utterances.

Sub Strategy Apologize (6-)

This strategy is used when the CSO made a mistake or doing FTA. Therefore, he uses this apologize strategy. The CSO could use an action "beg forgiveness". It is used to ask for "acquittal" from his mistakes. He could use the utterances like "*nyuwun sewu and ngapuntene.*" For examples:

Example 24

(C2 showed her complaint. She asked the CSO what the certificate had finished. However, some files were incomplete then the CSO requested C2 to complete the forms at first).

- C2 : “... *hla niku syarat nipun langsung dados...*”
 “Itu syaratnya bisa langsung jadi?”
 ‘Could I get the land certificate right now?’
- CSO : “... *nggih ngapuntene mangke rumiyen nek sampun dadose ...*
 Njenengan mengajukan SKPT riyen.” (4 & 6-) (A65)
 “Ya maaf sebelumnya tidak bisa jadi langsung sekarang ...
 Syaratnya Anda harus mengajukan SKPT dulu.”
 ‘I am sorry I cannot finish your land certificate requirement
 right now ... Firstly, you should submit your SKPT.’
- C2 : “*SKPT niku nopo?*”
 “SKPT itu apa?”
 ‘Could you tell me what SKPT is?’
- CSO : “*Niku Surat keterangan, njenengan diaturi mangke.*”
 “Itu adalah surat keterangan, nanti Anda diberi.”
 “It is a reference letter from BPN, you will get it later.”

Sometimes, during service process, the CSO may make a mistake. When C2 asks about the certificate, the CSO answers with “a beg forgiveness” using Javanese. It can be showed in utterance (A65) “*nggih ngapuntene mangke rumiyin nek sampun dadose ...*”. Apologize in it the Javanese culture is usually used to show *Kurmat* (respect). He believes that he should apologize for his mistake because he could not help C2 to finish the certificate at the day. Furthermore, he uses this strategy in order to be freedom from the imposition after he made a mistake and showing respect form.

Example 25

(C2 wanted to meet Mr. Heru who helped her to measure the land. Then the CSO said that Mr. Heru could not meet her because He had the other activity).

CSO : *“Pun anu mawon, mangke yen mulai sampun dados SKPT nipun njenengan pindah mriki. Pindah mriki kulo paringi blangko nipun.”*

“Baiklah begini saja ibu nanti kalau SKPT sudah jadi, ibu bisa pindah sini nanti saya buat kelengkapan persyaratan lainnya.”

‘Well, madam. I advise you that if your SKPT finished, you could submit your data here. Then I will help you to complete the other requirements.’

C2 : *“Iha meniko mas, Pak Heru meniko nembe nganu ... bade nyuwun tapak asmo...”*

“Saya mau bertemu pak Heru, apa beliau masih ada kegiatan lain? Karena saya mau minta tanda tangan beliau ...”

‘I want to meet Mr. Heru to get his signature, is he still busy right now?’

CSO : *“nyuwun sewu Pak Heru nipun enten teng lapangan mboten saged kepanggeh panjenengan.” (4 & 6-) (A71)*

“Maaf, Pak Heru masih di lapangan jadi beliau belum bisa bertemu dengan Anda saat ini.”

‘Sorry, Mr. Heru is in the outside so he cannot meet you right now.’

The utterance (A71) belongs to sub strategy. By using Javanese, the utterance *“nyuwun sewu (sorry)”* shows that he feels sorry for the imposition. Actually, he could say *“maaf”* in Indonesian but he tries to switch the utterance into Javanese. It shows that he wants to maintain the CSO’s satisfaction with using Javanese because he believes that C2 has relative power than him so that he shows his respect. By doing this, it is used to save C2’s negative face.

Example 26

(They talked about requirements that should be completed by C30. In the middle of their conversation, suddenly the CSO apologized to C30 because the computer was loading process mode so it might annoy the service process. Therefore, the CSO apologized to the trouble).

CSO : *“fotokopi sertifikate ngampil rumiyin, kirang setunggal maleh. Perumahan pundi bu niki?”*

“Fotokopi sertifikatnya saya pinjam dulu karena masih kurang satu lagi. Perumahan mana ini bu?”

“Can I borrow the certificate because I need ones more? Where is your housing complex, madam?”

C30 : “Pasar Dena Pak”

CSO : “Pasar Dena? *Nyuwun sewu sekedap nggih bu tembe loading.*”
(4 & 6-) (E149)

“Pasar Dena? Excuse me, madam, would you like to wait for a while because the computer is loading process mode.”

In utterance (E149), the CSO shows his apologies. It expresses in utterance “*Nyuwun sewu sekedap nggih bu tembe loading.*” It means that he feels sorry for the annoying on the computer. Therefore, he asks for her in order to be patience for waiting. By doing this strategy, he could be freedom from the mistake. In the other side, he also uses a jargon/slang in foreign language (English) such as in the word “*loading.*” He believes that it might be better to say the word using English than Indonesian or Javanese. He thinks it would be easy to say about technology using English (as the original word). It means that they have same share knowledge. Furthermore, the CSO uses this strategy to freedom of action and from the imposition.

4.1.1.4 Off Record

In daily communication, when somebody talks something less understood and ambiguous, it can be said that he has used off record strategy. By doing this, the CSO forces the customers to suppose his desires. This strategy contradicts with bald on record strategy that all the things must be clear for achieving the maximum efficiency in communication. Based on this analysis, there is only found one sub strategy of off record namely Use Contradiction, sub strategy 7.

Table 4.2 Types of Off Record Strategies

No.	Off Record Strategies	Frequency
1.	Give Hints	9
2.	Use Contradiction	1
Total Data		10

Based on the table above, it can be seen that the CSO uses sub strategy Give hints. It is used to say something indirectly or say something irrelevant with the preceding question. By doing this, the CSO wants to do an FTA so that he chooses to do indirectly. The next sub strategy is use contradiction. It is used when the customers interpret the CSO's desires.

A. Give Hints

This sub strategy is used to give hints. By doing this, the CSO wants to do an FTA hence he chooses to do it indirectly. The mechanism of this strategy violates the maxim of relevance. The CSO does not answer the preceding question but he gives hints by a question.

Example

- CSO : *"mriki bu!"* (1 & 4) (A46)
 "Sini bu!"
 'Come here mam!'
- C2 : *"nunsewu, kulo rumiyen ngukurnya hlo Pak tahun berapa? ..."*
 "Permisi pak, saya dulu ngukurnya tahun berapa?"
 'Excuse me sir, when did I measure the land?'
- CSO : *"sampun diparingi persyaratannya?"* (1 & 4) (A48)
 "sudah diberi persyaratannya?"
 'Have you been got the forms of regulation?'
- C2 : *"sampun"*
 "sudah"
 'Yes, I have'

The utterance (A48) above belongs to the off record sub strategy give hint. The CSO does not answer the C2's question hence he makes a question to C2. It indicates that the CSO does not want to answer the question or indicates disagreement. However, the CSO does not show his disagreement. He tends to do it indirectly while exactly he does an FTA. By doing this, the CSO may threaten C2's negative face because he is refusal C2 needed. It can be seen that this strategy is used to show his Kurmat (respect) to C2. You can imagine that if the CSO says 'I don't know', it may threaten C2's negative face. Therefore, the CSO chooses off record, sub strategy gives hint.

B. Use Contradictions (Strategy 7)

In this sub strategy, the CSO forces the customers to find some implicatures that has been said before. The CSO could not speak the truth and sincerity. This strategy makes the ambiguous meaning. The CSO encourages the customers to look for an interpretation to match in two proportion conditions such as "it is yes or it is not". Here is the example.

Example 9

(C1 was a customer who came to the office to administer his certificate.

However, there were found some files incomplete).

- C1 : "yang ini di isi apa pak?" (sembari menunjuk)
 "Should I write on this form, sir?" (point at the form)
- CSO : "lha ini sudah tak tulis"
 "I have already written it."
- C1 : "lha ya ini sudah ... hla ini sudah. Ini saya ya pak ya?"
 "Ok, I see that but how about this one. Should I fill in this form too?"
- CSO : "hmm" (mengangguk) (1off) (A28)

“hmm” (bowing a head)

The utterance (A28) above belongs to the off record sub strategy use contradiction. The CSO answers the question ambiguously such as the utterance “*hmm.*” Exactly, it has two meanings that should be interpreted by C1 such as “Yes, it is yours” or “No, you are not.” By giving a code like “*bowing a head*” together with saying “*hmm,*” It could be said that the CSO wants to say “yes” but he could not say the truth and sincerity. Furthermore, C1 should interpret what the CSO’s wants.

Based on the analysis above, it can be concluded that there are four strategies used by the CSO. They are bald on record, positive politeness, negative politeness, and off record. Bald on record strategy is the most dominant strategy among all strategies. It indicates that the CSO tends to be directly and clearly in ordering the customers to solve their problems. Above all relations of the finding the the social context, the politeness strategies used by the CSO cannot be separated from the Javanese culture, which always pays attention to *prinsip kerukunan berbahasa orang Jawa* (the principal of harmony) and its sociological variables (power and distance). The chart below would show the tendency of politeness strategies used by the CSO.

4.1.2 The Influence of Sociological Variables

The sociological variables or the circumstances involve the following factors namely relative power, social distance, and rank of imposition. These sociological variables will influence the politeness strategies used by the CSO in *Badan*

Pertanahan Nasional (BPN) Semarang. However, based on this analysis, there is not found the rank of imposition because between the CSO and the customers generally talk about the phenomena to get the land certificates. Therefore, there would not found a sensitive topic (taboo) in conversations. Here is the explanation about the influence of relative power and social distance to the use of politeness strategies.

4.1.2.1 The Influence of Relative Power

As we know that, the more power of the people we talked, the more politeness strategies we used. Otherwise, the lower power of the people we talked, then the lower of politeness strategies we used. Generally, relative power of the customers can impose the CSO's plans and self-evaluations, especially the CSO's face. Relative power can be divided into two categories namely material control and metaphysical force. Material control can be classified into over economics distribution like the customers' status and education while metaphysical force can be arranged such as age, gender and the reflection of individual power.

The basic characteristics of relative power in this analysis is metaphysical force, those are age and gender. However, in this analysis, it is only focused based on the customers' gender, which would influence the politeness strategies used by the CSO. It would be showed on the following table below.

Table 4.4 Male and Female Politeness Strategies

Gender	Σ Customers	Politeness Strategies				Total
		BOR	(+)	(-)	Off	

Male	25	18	12	3	4	37
Female	7	27	19	3	6	55
Total	32	45	33	6	10	92

Information:

BOR: Bald on Record, (+): Positive Politeness, (-): Negative Politeness, Off: Off Record

Based on the table above, it can be seen that the CSO tends to use bald on record to both male and female customers. The frequency of this mixture of strategies is highest than the other strategies with 45 utterances. It proves that the CSO wants to give clear information to male and female. Somehow, the man tends to dominate public talking (relative power) to woman but here the CSO also tends to be relative power for male customers. For example:

Example 28

(C11 showed his complaint to the CSO. It happened because his land certificate took a long time to finish. Then the CSO tried to calm his anger).

- C11 : “Tetep pak Bowo to itu sampai mau kapan? Sudah sebulan nggletak disini.”
 “Pak Bowo mau sampai kapan seperti itu? Sudah sebulan berkas saya disini tidak diurus.”
 “How long Mr. Bowo would do this to me? It’s almost a month that my form is in here and he does not care with it.”
- CSO : “Februari Pak.”
 “Starting from February, sir. ”
- C11 : “lha yo, sampai sebulan nggletak neng kono ...”
 “Bagaimana ini pak sudah sebulan disini tidak diurus...”
 “That’s what I said to you, it’s almost a month is in here without his caring.”
- CSO : “Njenengan telepon pak Bowo kalau sore.” (1 &4) (B55)
 “Anda telepon pak Bowo kalau sore saja.”
 “You should call Mr. Bowo at evening.”
- C11 : “Wes ki telepon SMS ora dijawab, saya minta untuk dibantu gak pernah dibales. Lha kalo saya masuk sampai nggak di acc gimana nanti. Pingin saya temui tapi gak tau rumahe pripun pak lah? ... Tolong lah dibantu.” (B56)

- “I already called him and sent messages but he did not answer, I asked for his helps but he also did not answer it. What should I do if he did not give the validation? I wanted to come in his house but I did not know where he lived? ... Please help me.”
- CSO : “Nggih ngapuntene, saya bantu nyampekan wae ya.”
 “Maaf pak atas kejadian ini, saya kan bantu sampaikan ke Pak Bowo.”
 “I am sorry for this happen; I will try to tell him.”

The conversation above shows C11's complaint to the CSO. By doing this, it indicates that C11 has relative power than the CSO. Actually, the CSO should use the positive politeness strategies to satisfy C11 hence he uses bald on record strategies (B55) that would threaten C11's face.

It can be concluded that the conversations in BPN Semarang the CSO gives the information directly and clearly hence he still tends to be friendly when serving the customers (both male and female). Therefore, here the context of social culture also influences the power of the CSO. He It proves that he minimizes the relative power during service process by switching the language from Indonesian to Javanese.

4.1.2.2 The Influence of Social Distance

The basic characteristics to explain the social distance is the frequency of interaction between the CSO and the customers. It can be described the closeness and familiarity between the CSO and the customers. Distance is always showed with social distance or social attributes. It can be seen from their reciprocal giving and receiving of positive face that reflex of social closeness. Here is the example of conversation that shows the social distance.

Example 29

(This conversation belonged to the joke. It showed that between the CSO and C11 has low distance. It can be seen from their reciprocal giving and receiving of positive face. Somehow, when the CSO made a joke then C11 responded with making a joke too. It meant that they showed their closeness).

- CSO : “*Gimana bos?*” (8) (B152)
 “Can I help you bos?”
- C11 : “Ojo ngono to pak (tertawa). Mau ketemu pak Bowo.”
 “Jangan gitu lah pak (tertawa). Mau ketemu pak Bowo”
 “You are kidding me, sir (laughing). I want to meet Mr.Bowo.”
- CSO : “Pak Bowo udah berangkat ke Kembang Arum, eh ke Baban Nderep.”
 “Mr.Bowo already departed to Kembang Arum, uhm sorry to Baban Nderep.”
- C11 : “Baban Nderep itu mana?”
 “Could you tell me where it is?”
- CSO : “Manyaran kesana lagi.”
 “The location is in next to the Manyaran.”

Based on the conversation above, the CSO and C11 have close relationship. It can be seen when the CSO calls C11 (B152) with addressee “*Bos (boss)*” while he is not his real boss. This conversation shows that the CSO and the customers have low distance. C11 also replies by making a joke too. It shows that they have a good reciprocal giving. It can be explained that if the CSO and C11 are not close friend, they might do not make a joke. By doing this, the CSO believes that he can make a good relationship and intimacy to C11. Therefore, thus, it proves that the CSO tends to make close distance to the customers.

Example 30

(The next example, this conversation would show low distance between the CSO and C12 because they use Javanese *Ngoko* in their conersations. C12

uses Javanese *Ngoko* in his utterance to the CSO. It could be defined that C12 is less polite when he spoke to people whom older than him with using Javanese *Ngoko*. Especially, this conversation happened in formal situation. Therefore, it made the CSO using Javanese *Ngoko* too for redressive action).

- C12 : “*Pak aku pindahan seko Jakarta, ngurus tanahe neng kene. Terus piye nguruse?*”
 “Pak saya pindahan dari Jakarta, mau ngurus sertifikat tanah disini. Kira-kira prosedurnya bagaimana pak?”
 “I am from Jakarta, I want to look for land certificate in here. How is the procedure to do it, sir?”
- CSO : “sertifikat aslinya mana?”
 “May I see the original certificate?”
- C12 : “*sertifikate ora dikirim rene, dikirim Jakarta og.*”
 “Sertifikatnya tidak dikirim kesini, tapi dikirim ke Jakarta.”
 “I don’t send it in here but into Jakarta.”
- CSO : “*lha nek iki kan podo loro-lorone*” (sembari melihat berkas)
 (176)
 “kalau berkas ini kan sama dua-duanya.”
 “These forms are similar.” (Look at the forms)
- C12 : “*podo Pak*”
 “Iya pak sama.”
 “Yes, the form is same, sir.”
- CSO : “*rak iso kono yo kurang.*” (1 & 4) (B178)
 “Gak bisa yang disana pasti juga kurang.”
 “No, you couldn’t do this because in there, the forms also would lessen.”
- C12 : “*nek ngecek nomor berkas sertifikate nopo?*”
 “Seandainya saya mau ngecek berkas sertifikatnya gimana?”
 “What should I do if I want to check the forms’ number?”
- CSO : “*kudu loro-lorone*” (1 & 4) (B180)
 “It should be the both forms.”
- C12 : “*ora dikirim rene og, iki kan dikirim Jakarta sertifikate, iki dibalekke kurang lebih*”
 “Berkasnya tidak dikirim kesini, sertifikatnya dikirim ke Jakarta. Ini dikembalikan maksud saya gitu pak.”
 “I have already tell you that the certificate send to Jakarta. I mean that I return the certificate over there. ”
- CSO : “*Yen nggolek kene wae kudu loro-lorone, terus mengko dikirim mrono neh rak po po.*” (1 & 4) (B182)
 “Kalau mau nyari disini dulu berkasnya harus dua-duanya ada, setelah itu baru dikirim lagi ke Jakarta.”

“If you want to look for the land certificate is in here, you should bring your both forms. After that you could send it back to Jakarta.”

C12 : “*nek iki sijine kurang piye?*” (B183)

“Kalau yang ini kurang satu bagaimana?”

“What should I do if I left one of the certificates?”

CSO : “*Umpomo dirubah yo kudu loro-lorone* (B184)

“Seandainya mau dirubah ya harus dua-duanya.”

“If you want to change, you should bring both of them.”

Based on the utterance above, C12 asks the CSO using Javanese *Ngoko*.

Then CSO tries to redress using Javanese *Ngoko* too. It shows that for whom the CSO speaks that he still shows his respect and friendliness to them while C12 is less polite to him by using Javanese *Ngoko* in conversations. Exactly, Javanese *Ngoko* is used for people who have low distance and low power than the speaker. According to Purwoko (2008:102), Javanese *Ngoko* shows the intimacy and solidarity between each other of Javanese native speaker. Therefore, by doing this, the CSO tends to minimize the distance to the customers.

4.2 Discussion

Badan Pertanahan Nasional (National Land Agency) as one of official institutions in Indonesia actually may be a kind of formal situation where as Indonesian as the official and standart language. Hence, in fact, based on the findings, we could see that the CSO as well as the customers tend to switch from Indonesian to Javanese when they have a conversation. This is in line with the theory from Purwoko (2008:2) that Javanese is used to communicate among people of native Javanese in daily interaction. Besides, in fact, the Javanese people always give attention to *prinsip kerukunan berbahasa* (Gnarwan, 1998).

Here, we could see that in conversations, the Javanese people will pay attention to its sociological variables and four maxims. The four maxims are *Bidal Kurmat/hormat* (respect), *Andhap asor/rendah hati* (humble), *Empan papan/sadar akan tempat* (place-conscious), and *Tepa selira/tenggang rasa* (tolerant). Therefore, CSO believes that by switching from Indonesian to Javanese could be a politeness strategy especially in any kind of conversations (whether formal or informal) in Central Java.

Talking about politeness, based on the findings, there are some politeness strategies used by the CSO. Below, it would be classified the politeness strategies used by the CSO based on the findings.

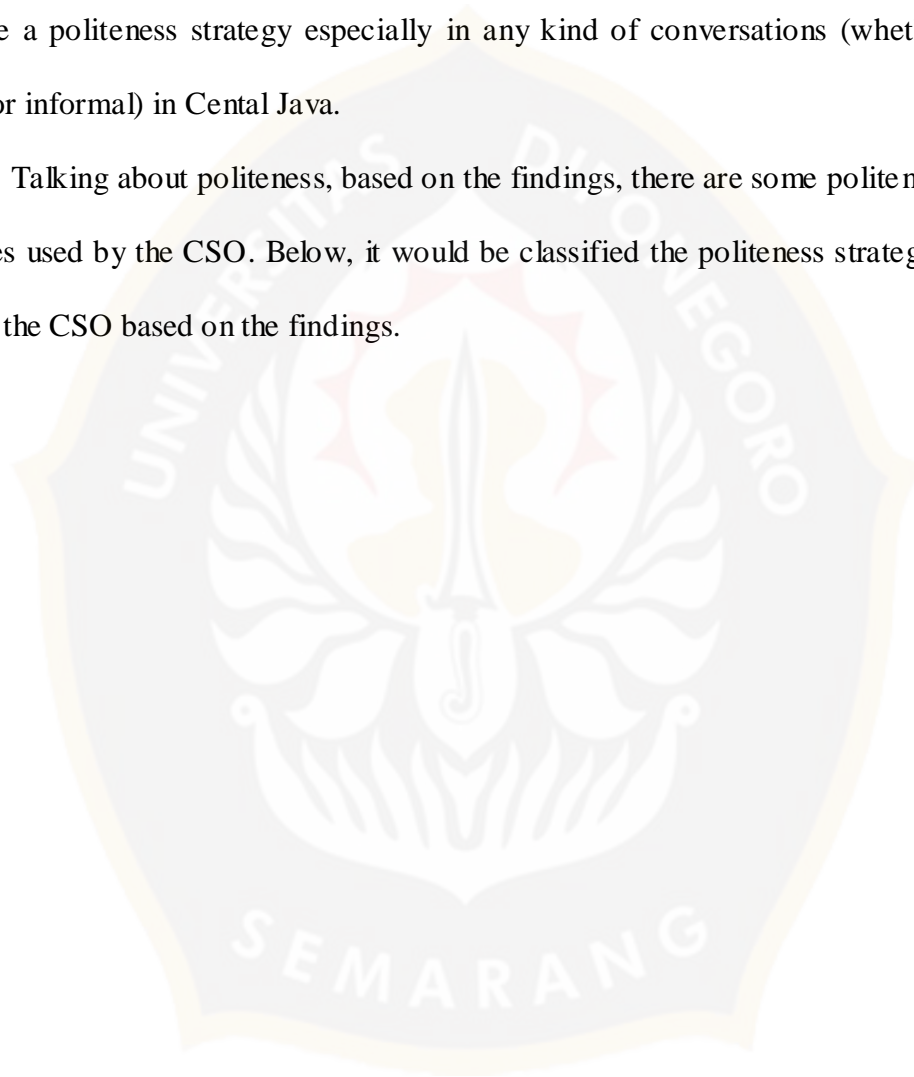
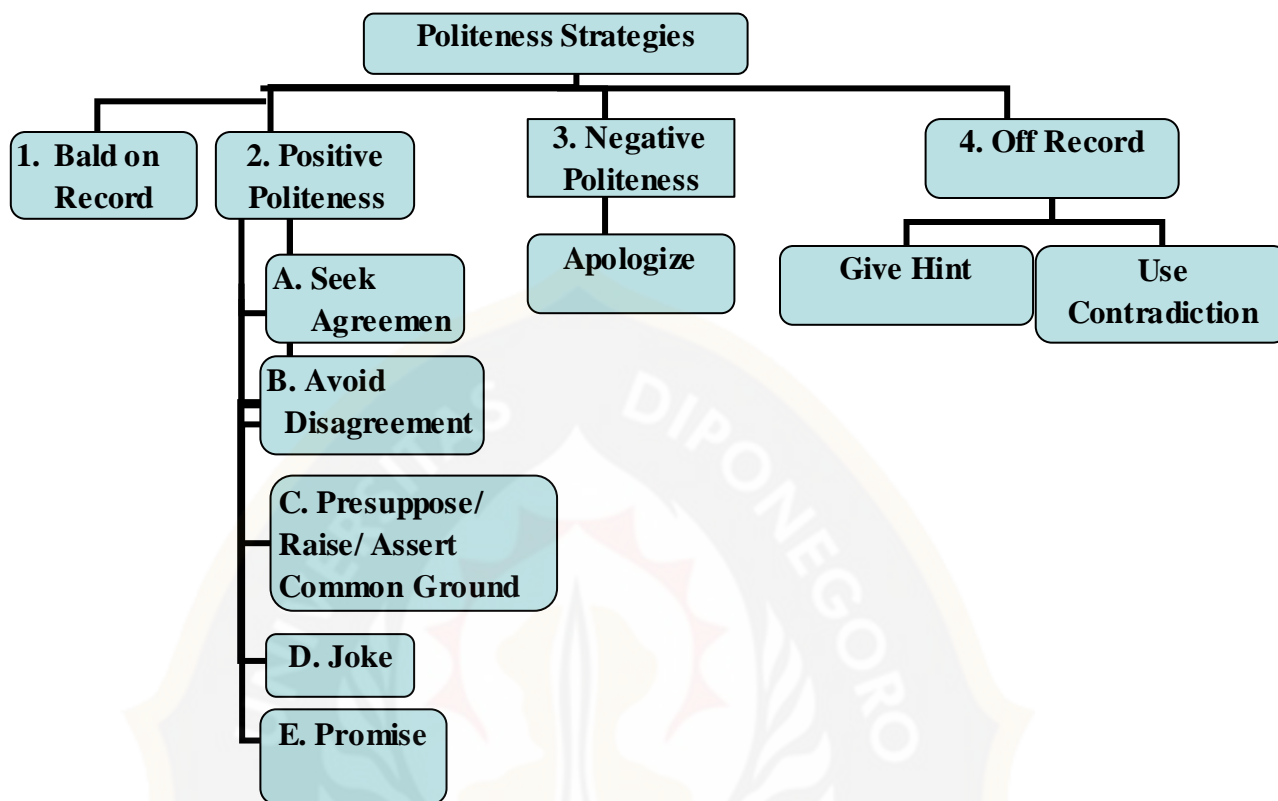


Figure 4.1 The Classification of Politeness Strategies Used by the CSO



From the chart above, it can be seen that the politeness strategies can be classified into four strategies namely bald on record, positive politeness, negative politeness, and off record. Based on the findings, bald on record becomes the most dominant strategy used by the CSO, which indicates more than 40% (see table 4.1). Why this strategies can be placed as the most dominant strategies among all because once again, the conversation takes place in BPN (National Land Agency)

Semarang so that the CSO should be faster in serving the customers hence clear information as well as using polite utterances. This institution exists for helping the society in getting their land certificate. There are many people who come in a day for asking help or more like giving complaints to BPN on various cases. Therefore, this institution obligates the CSO to work faster in serving the customers so that it could lessen the queue. In order to work faster, the CSO must be very effective in the conversations or communicating and delivering 'ideas' to the customer. Consequently, the CSO tends to use 'bald on record' strategy (see the example 1). Based on the findings, the CSO tends to talk directly, clearly, unambiguously and shortly towards the customers so that they are clear enough in understanding the information.

According to Brown and Levinson (2000:98), 'bald on record' is a strategy that sometimes overrides face concerns (FTA). The CSO tries to be effective and efficient along with being 'polite' in the same time when he has conversations with the customers by using the principal of harmony. As it has been stated above, the carriers of Javanese believe that by using their mother language could create 'friendliness' and 'politeness' among them, as also it has already been a habit using Javanese in their daily interaction (Purwoko, 2008:2). In this case, it could be seen the CSO strategy to succeed an effective and efficient communication without 'being so directive or seen to be impolite' to the customers. The CSO wants to left a good image of him to the customer (by being polite) hence he also still gives a direct and clear utterances as well as effective communication to the customers.

In this analysis, there are only two sociological variables relevanced with politeness strategies in this analysis. They are relative power (P) and social distance (D). Based on the findings, it shows that bald on record is highest among all of the strategies. It means that by using bald on record, the CSO tends to more power than the customers do; hence he has low distance relationship. The highest frequency of bald on record also implies between the CSO and customers have low distance (D) and high power (P). The CSO tends to be dominant in conversations. However, it can be said that the CSO tries to be friendly because the Javanese culture is being high praised for those who already accustomed to it so it indicates that they have high distance because he mostly uses Javanese Basa in conversations. Therefore, the sociological variables do not affect much in the use of politeness strategies by the CSO.

The Java culture is giving much attention in communicating with others regardless with whom they are talking to and any situation they have. As we could see above, it seems that 'power' and 'distance' do not give much influence in applying the strategies or vice versa. Bald on record is usually related with 'high P' and 'low D' relationship. Meanwhile, the Javanese people always give attention to the principal of harmony in communicating.

CHAPTER V

CONCLUSION

By analyzing the data, I can conclude that the politeness strategies used by the CSO during a service process in *Badan Pertanahan Nasional* (National Land Agency/BPN) are bald on record, positive politeness, negative politeness, and off record. Among those strategies, bald on record is the most dominant one.

Bald on record is an action for achieving maximum efficiency of Face Threatening Act (FTA), while positive politeness is an action to minimize the FTA. Negative politeness is used to get freedom of action and freedom from imposition. Lastly, off record is used to do an FTA indirectly. Above all relations, between these politeness strategies and its functions, the principal of harmony among Javanese people influence the use of politeness strategies in conversations during the service processes. However, in fact, there is also politeness level in Javanese '*Basa and Ngoko*'.

Based on the three sociological variables, there are only two variables connected with politeness strategies used in this analysis. They are relative power and social distance. Based on the findings, it shows that the bald on record becomes the most dominant strategies. It means that the CSO tends to be relative power and low distance relationship to the customers. Hence, here, based on the findings, the CSO tends to be friendly in service process. He gives much attention to the principal of harmony among Javanese people. The CSO always gives respect, tends to be humble, place-conscious, and gives tolerance to the customers

by using Javanese Basa in conversations. Therefore, the relative power of the CSO does not give significant effect in conversations because the CSO tends to minimize the power. In accordance with relative power, the CSO may be has close distance to the customers, hence by using Javanese *Basa*, it indicates between the CSO and the customers have high distance. Therefore, it can be concluded that the sociological variables does not give significant effect in influencing the use of politeness strategies by the CSO.

Lastly, above all the relations and indication between the politeness strategies used with the social context and its sociological variables, it could be seen that socio-cultural and social value is being high praised by the Javanese people. As it has been stated above, bald on record is placed as the most dominant strategies used in the conversation. Furthermore, it also indicates the way the CSO creates 'friendliness' as well as to be more 'polite' to the costumers. In fact, the Java culture is giving much attention to the life of being 'polite' and 'friendly' with others regardless with whom they are talking to (male or female) and any situation they have. Therefore, in other words, the Java culture influences the way of people living especially to those who already accustomed to it.

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APPENDIXES

a. BPN Semarang Office



b. The CSO (Mr. Fauzi Arif) desk during service processes



c. The Customers



d. The other CSO when serving the customers



Transcript of Conversation Recording A

A1-An : Recording A
 CSO : Customer Service Officer
 C1-Cn : Customer
 ... : Rekaman kabur
 --- : Jeda rekaman

Rec.A

--- C1

- A1 CSO : “Bapak udah?”
 A2 C1 : “Belum”
 A3 CSO : “sudah nganu, sudah dilayani sama mbake?”
 A4 C1 : “belum, jadi ini kan punya istri saya ... yang dikasi warisan sama bapaknya ... saya disuruh ngasi ... pak saya bikinkan ... nganu syarat-syaratnya apa pak”
 A5 CSO : “ini siapa?”
 A6 C1 : “bapaknya istri saya”
 A7 CSO : “selain ini ada lagi ndak dokumen? Ini kan dokumennya belum diberi tanggal sama nama, sama kecamatan, nomor, tanggalnya ini belum. Ini ke kecamatan dulu, trus ini minta cap. Cap PPAP nya. ini sudah saya kasih nomor, tanggal. Ini cap PPAP nya.”
 A8 C1 : “ya..ya..”
 A9 CSO : “bapak ke kecamatan, hla ini anunya kan di kecamatan ...”

 A10 CSO : “trus ini”
 A11 C1 : “ini nanti diisi?”
 A12 CSO : “ini dulu. Yang ini diisi, diatas namakan siapa?”
 A13 C1 : “istri saya”
 A14 CSO : “lha trus dari ini ke istrine njenengan bukti perolehannya mana?”
 A15 C1 : “oh harus itu ya”
 A16 CSO : “harus ada aktenya”
 A17 C1 : “akte warisan?”
 A18 CSO : “akte hibah, ...”
 A19 C1 : “pripun pak?”
 A20 CSO : “pake akte hibah, tapi ini harus nganu dulu, jadi duluan ya.”
 A21 C1 : “...”
 A22 CSO : “Kab yang kesini ngurus njenengan, nama njenengan sama istri njenengan. Harus ada akte hibahnya. Trus ini dibawa ke kelurahan minta salinan ... atau kutipan Berita acara kesaksian diisi semua.”
 A23 C1 : “...”
 A24 CSO : “he’em dikutip disini, datanya dikutip disini (sembari menunjuk) di kelurahan bisa. Terus ini ke Pak Lurah, ini diisi ke Pak Lurah, setelah dianu diisi dan ditandatangani Pak Lurah di copy, dua kali

legalisir. Di copy dua kali di legalisir kalau sudah ditandatangani Pak Lurah semua.

- A25 C1 : “yang ini di isi apa pak? (sembari menunjuk)”
 A26 CSO : “hla ini sudah tak tulis”
 A27 C1 : “lha ya ini sudah ... hla ini sudah. Ini saya ya pak ya?”
 A28 CSO : “hmm (mengangguk)”
 ...
 A29 CSO : “nanti yang saksinya diakte. Nanti kan buat akte juga. Ini saksi bisa dari kelurahan bisa RT sama RW”
 A30 C1 : “yang ini? (sembari menunjuk)”
 A31 CSO : “lha itu Pak Lurah. Ini saksinya sama dengan tadi. Ini nama ini saksinya sama dengan orang tadi. Dua orang dari RT RW.”
 A32 C1 : “tinggal ini pak”
 A33 CSO : “Oh yang ini, ini nanti pake materai ya. Sama njenengan dan istri”
 A34 C1 : “iya”
 A35 CSO : “ini ndak usah diisi (menunjuk)”
 A36 C1 : “kalau yang ini pak?”
 A37 CSO : “ini istri. Ini nanti ... istri ya. Ini batas-batas ... njenengan siapa. Minta persetujuan tanda kertas disini tanda tangan. Tanda tangan persetujuan batas tanah. Tanah, tanah miliknya siapa, timur siapa dan seterusnya”
 A38 C1 : “kalo jalan ndak pak ya?”
 A39 CSO : “jalan endak. Saluran juga endak. Nggih paham nggih? Di buku tamu diisi dulu. Pengakuannya”
 A40 C1 : “berarti minta itu pak ya kayak surat kuasa ya”
 A41 CSO : “minta akte hibah, akte hibah. Dengan kecamatan juga.”
 --- C2
 A42 CSO : “Ibu sampun?”
 A43 C2 : “dereng”
 A44 C2 : “... ”
 A45 CSO : “nggih”
 A46 CSO : “mriki bu”
 A47 C2 : “nunsewu, kulo rumiyen anu ne hlo Pak tahun berapa? ...”
 A48 CSO : “sampun diparingi persyaratanipun rumiyen?”
 A49 C2 : “sampun”
 A50 CSO : “Sampun diasto dereng syarat-syarate.”
 A51 C2 : “sampun berjalan enten sing kurang”
 A52 CSO : “pun dados persyaratanipun? ...”
 A53 C2 : “... nembe anu kulo dereng dados, sepuranipun. Wonten syarat ingkang saget tiyang tanda tangan Lurah. Pak Lurah'enipun mboten kerso tapa asmo, kalau belum ada ... kalau udah ada ... meniko ... suratipun”
 A54 CSO : “oh nggih”
 A55 C2 : “nggih, lha badhe nuwun perso mengenai sertifikat tanah pun dados ...”

- A56 CSO : “syarate nipun mendingan nyuwun nganu. Data-data nipun di pun asto sedoyo mboten? Penguasaan ... Negara, surat pernyataan tindak sengketa ...”
- A57 C2 : “kolo wingi nggih ngeten meniko ...
--- (beberapa percakapan tidak jelas)
- A58 C2 : “niki tolong dibantu pak nggih?”
- A59 CSO : “nggih bertahap, kersane sae njenengan ngurusipun ”
- A60 C2 : “lha ngajeng atas nama nipun sinten pak? ...”
- A61 CSO : “terus wonten surat keterangan warisan sampun wonten?”
- A62 C2 : “wonten, niki kaleh ahli waris?”
- A63 CSO : “nggih, njenengan kaleh putro-putro”
- A64 C2 : “... hla niku syarat nipun langsung dados...”
- A65 CSO : “... nggih ngapuntene mangke rumiyen nek sampun dadose ...
Njenengan mengajukan SKPT riyen.”
- A66 C2 : “SK TP niku nopo?”
- A67 CSO : “niku Surat keterangan, njenengan diaturi mangke.
- A68 C2 : “dereng nate”
- A69 CSO : “Pun anu mawon, mangke yen mulai sampun dados njenengan pindah mriki. Pindah mriki kulo paringi blangko nipun”
- A70 C2 : “lha meniko mas, Pak Heru meniko nembe nganu ... bade nyuwun tapak asmo ...”
- A71 CSO : “nyuwun sewu Pak Heru nipun enten teng lapangan mboten saged kepanggeh panjenengan”
- A72 C2 : “nggih mboten saged”
- A73 CSO : “ditelpon lagi Pak Heru nipun?”
- A74 C2 : “lha meniko kadose dinten niki... “
- A75 CSO : “ha’ a, oh nggih sampun nek ngaten pun ditiar rumiyen. Panjenengan saged ketemu riyen.”
-
- A76 CSO : “... validasi ... kepala bidangnya ben ora usah nggambar-nggambar ya”
-
- A77 CSO : “nganu mawon njenengan ngentosu Pak Heru. Kan pun ditiipke kepala bidang meniko. Kepala bidange dados, mangke nembe lanjutaken meniko. Nggih urutane ngeten. Nggih kepala bidange, mbeto asli kaleh foto kopi.”
- A78 C2 : “ngaten niki pak?”
- A79 CSO : “nggih sampun leres sampun, mpun nate dinganu Bu Kanti”
- A80 C2 : “dereng... ini berarti di legalisir dulu sama Pak ... gitu? ... apa saya di online kan”
- A81 CSO : “di online kan nopo nipun?”
- A82 C2 : “nikine lho pak”(sembari menunjuk)
- A83 CSO : “Mboten nopo-nopo mangke kulo restart pemberian hak milik, mboten nopo-nopo, nggih”
- A84 C2 : “oh ngaten”
- A85 CSO : “niki teng pundi Plamongan niki sanes perumnas to nggih?”

- A86 C2 : “Plamongan hijau”
 A87 CSO : “Plamongan hijau”
 A88 C2 : “perumahan ...”
 A89 CSO : “nggih ...”
 A90 C2 : “oh ngoten, berarti pun kulo tenggo ... dadosipun ngoten nggih?”
 A91 CSO : “nggih”
 A92 C2 : “... niki nopo pak?”
 A93 CSO : “nopo engkang pundi?”
 A94 C2 : “...”
 A95 CSO : “syarat-syarat njenengan nek pun wonten dibeto nanging sedoyo”
 A96 C2 : “oh nggih nggih mpun”
 A97 CSO : “ingkang naminipun nopo Pak Heru?”
 A98 C2 : “Pak Heru sinten nggih, hehe”
 A99 CSO : “Pak Heru Kristiawan, nopo mpun gadah nomere?”
 A100 C2 : “pun paringi nomer hape ... dalem telpon taseh upacara ngoten pak ... mangke kan ngentos”
 A101 CSO : “anu mangke njenengan ngebel mawon. Njenengan ngebel Pak Heru pun ngetutke, lajeng ditangletke kinten-kinten dadosipun kapan”
 A102 C2 : “... pun dados dalem saged ... meniko? Lha nggih syarat nopo pak?”
 A103 CSO : “syaratipun niku kan wonten”
 A104 C2 : “nganu ...”
 A105 CSO : “Njenengan ngentos niko dados rumiyen. Mangke njenengan nembe tindak mriki ...”
 A106 C2 : “... mbeto syaratipun nggih”
 A107 CSO : “nggih”
 A108 C2 : “sekalian sertifikat ... asli nopo mboten?”
 A109 CSO : “mangke mekantung, nggih”
 A110 C2 : “oh, ngoten”
 A111 CSO : “mbeto foto copy ne mawon rumiyen”
 A112 C2 : “oh nggih nggih pun. Brarti dados sedoyo nipun wonten pundi?”
 A113 CSO : “wonten kloting tata ruang, wonten SKPT, tasih sekawan malih”
 A114 C2 : “oh sekawan maleh”
 A115 CSO : “nggih, tapi sing sanese foto copy mboten usah legalisir ... kloting meniko, mangke dikundurke maleh. Kloting kan mangke validasi dikundurke maleh berkase. Saged diagem maleh mangke”
 A116 C2 : “oh ngoten”
 A117 CSO : “nggih”
 A118 C2 : “oh, nggih leres maturnuwun mas”
 A119 CSO : “nggih sami-sami.”
 A120 C2 : “pareng”
 A121 CSO : “Anu nggih setunggal kantor kalah Bu Bambang? Bu Bambang ... Ngaliyan meniko? Sing nggenne sopo ya, rumiyen Kendal.”
 A122 C2 : “oh nggih. Nganu Mba Diah. Sri Diah Wahyuningsih ... sarengan produksi ...”

- A123 CSO : “daleme sak niki kan Ngaliyan kan?”
- A124 C2 : “oh nggih dalem nipun. Ning Kendal meniko Bu Bambang”
- A125 CSO : “Bu Bambang?”
- A126 C2 : “nggih”
- A127 CSO : “nggih niko. Asli nipun Mboja.Salam mawon ... kaleh kawulo”
- A128 C2 : “nggih ...”
- A129 CSO : “nggih leres”
- A130 C2 : “nggih sampun ngaten Pak, maturnuwun.
- A131 CSO : “nggih”
-
- A132 C3 : “Pak saya mau ini”
- A133 CSO : “nggih monggo”
- A134 C3 : “ini Pak, saya mau ngecek ...”
- A135 CSO : “ngecek apa?”
- A136 C3 : “ngecek sertifikat ... saya”
- A137 CSO : “dicek gimana maksudnya?”
- A138 C4 : “... gini Pak mohon maaf kira-kira ... apa enggak ...”
- A139 CSO : “digunakan untuk apa?”
- A140 C4 : “lha ini kan saya mau beli ...”
- A141 CSO : “njenengan mau beli?”
- A142 C4 : “iya”
- A143 CSO : “... kan gak pa pa dinganu. Ini kan tanahnya tanah non pertanian”
- A144 C4 : “bukan maksud saya ...”
- A145 CSO : “iya nggik masalah, kalau ada masalah apa endak njenengan ngajukan SKPT (Surat Keterangan Pendaftaran Tanah). Aaa SKPT itu nanti njenengan ngajukan disitu nanti dapet surat keterangan. Kalau ada masalah ya pasti ditulis disitu di surat keterangannya.”
- A146 C4 : “...”
- A147 CSO : “njenengan pake kertas SKPT ...”
- A148 C4 : “sertifikatnya”
- A149 CSO : “bukan, njenengan aa ini udah dinganu cuman kurang anu tok ini. Ini ndak usah. Fotocopy KTP sama ... ada?”
- A150 C4 : “...”
- A151 CSO : “KTP? Ini salah njenengan”
- ... (beberapa rekaman tidak jelas suara ramai)
-
- A152 C5 : “permisi pak saya mau mengajukan ...”
- A153 CSO : “yang mau ngajukan ibu’e ini?”
- A154 C5 : “nggih, kan mas’e nggik ... kan takutnya nanti ada yang salah gitu tho ...”
- A155 CSO : “nggih, ini ditulis (menyodorkan kertas)”
- A156 C5 : “nggih”
- A157 CSO : “ini nama njenengan”
- A158 C5 : “nggih”
- A159 CSO : “ditulis aja nama njenengan”
- A160 C5 : “... langsung mawon nggih”

- A161 CSO : “tulis nggih”
 A162 C5 : “mboten semarang april ngoten?”
 A163 CSO : “mboten, umur mawon kalih tahun nggih”

 A164 C5 : “ini?”
 A165 CSO : “kosong, ini ... 12”
 A166 C5 : “...”
 A167 CSO : “Pak Lurahnya kemana?”
 A168 C5 : “...”
 A169 CSO : “boleh, ...”
 A170 C5 : “tadi ...”
 A171 CSO : “boleh ... boleh”
 A172 C5 : “iki pak keleru sing ... opo nggak ...”
 A173 CSO : “ndak pa pa ... 500 miliar”

 A174 CSO : “terletak di kampung apa?”
 A175 C5 : “Ngalihan nggih”
 A176 CSO : “nggih. Gunung Pati”
 A177 C5 : (menyodorkan kertas)
 A178 CSO : “nomer ... nomer sertifikate ...”
 A179 C5 : “ingkang pundi pak? ...”
 A180 CSO : “nomor, nu. 3693. Fc sertifikat.
 A181 C5 : “fc sertifikat ...”
 A182 CSO : “sertifikat”
 A183 C5 : “sampun”
 A184 CSO : “fc STTPBB.
 A185 C5 : “S T”
 A186 CSO : “STTPBB”
 A187 C5 : “oh PB”
 A188 CSO : “PBB”
 A189 C5 : “nggih”
 A190 CSO : “Nomer tigo Fc KTP. Iki foto copyne pundi?”
 A191 C5 : “niki foto copy nggih”
 A192 CSO : “niki tanggale sak niki”
 A193 C5 : “tanggal”
 A194 CSO : “10 nggih.
 A195 C5 : “...”
 A196 CSO : “Fotocopy ne rangkep kaleh sekalian”
 A197 C5 : “rangkep kalih?”
 A198 CSO : “rangkep kaleh nggih”
 A199 C5 : “oh nggih”
 A200 CSO : “nggih tapi mangke mendet nggih biasane ngagem rangkep kaleh”
 A201 C5 : “lha niki fotocopy niki tak titipke mawon nggih Pak?”
 A202 CSO : “nggih. Kaleh PBB sing 2016. Niki ... mawon. Mangke motokopine KTP kaleh niki dadi siji mawon, ngoten”
 A203 C5 : “sama daftar ya”

- A204 CSO : “tapi niki pun dadi to?”
 A205 C5 : “langsung kluar sak niki nggih Pak”
 A206 CSO : “pripun?”
 A207 C5 : “langsung kluar sak niki nggih?”
 A208 CSO : “mboten sekawan dintenan”
 A209 C5 : “oh, sekawan dinten”
 A210 CSO : “nggih”
 A211 C5 : “... brarti nggih pernah masalah Pak nggih?”
 A212 CSO : “iya wonge...”
 ... (rekaman kacau)
 A213 CSO : “nomer hape njenengan?”
 A214 C5 : “08212302054, 545 Pak kurang setunggal.
 A215 CSO : “nggih nyuwun sewu. Sekedap nggih Bu, ... nggih”
 ... (suasana sangat ramai)
 A216 CSO : “SK TP”
 A217 C5 : “...”
 A218 CSO : “nggih”
 A219 C5 : “...”
 A220 CSO : “... yang apa?”
 A221 C5 : “...”
 A222 CSO : “... kalo ini endak. Kalo yang ini kan ... tapi ini kan ndak bisa. ...
 pasti harus diketahui Lurah. Ini kan sampe Lurah Camat kan. Nanti
 sampek ke Lurah”
 A223 C5 : “...”
 A224 CSO : “nanti harus di apa urus di Kelurahan. Buat perjanjiannya biar
 dapet surat. Tanah Negara”
 A225 C5 : “oh ...”
 A226 CSO : “nggih tapi mangke menawi niko sampun dilebetke”
 A227 C5 : “teng mriki”
 A228 CSO : “mriki nggih. Lajeng dibeto teng nggenne Pak Eko ...”
 A229 C5 : “satu ... mawon nggih”
 A230 CSO : “...”
 A231 C5 : “matur suwun Pak”
 A232 CSO : “nggih sami-sami”

 A233 C6 : “nun sewu bade tanglet informasi Pak”
 A234 CSO : “nggih”
 A235 C6 : “kalo saya mau balek nama rumah itu prosedurnya seperti apa?”
 A236 CSO : “sudah bersertifikat”
 A237 C6 : “sudah”
 A238 CSO : “... masi berlaku?”
 A239 C6 : “masi berlaku”
 A240 CSO : “bade, dari siapa ke siapa?”
 A241 C6 : “dari saya ke, eh dari kakak saya ke saya”
 A242 CSO : “oh, nggih”
 A243 C6 : “prosedurnya itu gimana”

- A244 CSO : “nggih. Akte hibah nggih?”
 A245 C6 : “akte hibah atau jual beli?”
 A246 CSO : “lha njenengan?”
 A247 C6 : “itu atas nama kakak saya”
 A248 CSO : “endak, riilnya njenengan mbayar apa njenengan diberi?”
 A249 C6 : “baiknya gimana gitu”
 A250 CSO : “mboten, mboten baiknya, realnya njenengan mbayari nopo mboten?”
 A251 C6 : “itu saya yang mbayari”
 A252 CSO : “kalo mbayari itu akte jual beli”
 A253 C6 : “akte jual beli ngoten?”
 A254 CSO : “kalo hibah nanti mungkin itu, tapi ndak papa pake KK ndak papa. Nanti biasanya dikiranya suatu ketika “mbiyen gimana” karena realnya harus sesuai dengan real transaksinya, nggih.”
 A255 C6 : “kan ditanya rumah itu nggak boleh beli dua nggak boleh, kan harus satu. Lha satunya nama kakak saya. Tapi yang mbayari pindahan itu saya”
 A256 CSO : “nggih, akte jual beli.”
 A257 C6 : “nggih”
 A258 CSO : “fotocopy KTP ...”

 A259 C6 : “nggih, nun sewu ini yang dimaksud Camat ini...”
 A260 CSO : “buatnya akte jual beli”
 A261 C6 : “akte jual beli melalui notaris?”
 A262 CSO : “buatnya kan di PPAP ada dua, Camat juga PPAP. Notaris, notaris yang PPAP juga ada”
 A263 C6 : “oh ada”
 A264 CSO : “nggih”
 A265 C6 : “... awal Pak ya? ... melalui notaris kan ...”
 A266 CSO : “nggih, mboten nopo-nopo nggih. Kalo notaris njenengan di apa istilahnya KTP bisa di legalisir bisa masuk semua”
 A267 C6 : “oh gitu. Kalo yang saya maju ini langsung ke Kecamatan gitu?”
 A268 CSO : “nggih, tapi njenengan nanti ke Kecamatan njenengan ngurusnya ini sendiri. Kalo disana slip ininya sudah dibuatkan semua, nanti tinggal ...”
 A269 C6 : “nun sewu Bapak. ... yang notaris yang pasti bisa bantu tau nggak Pak?”
 A270 CSO : “kesini sendiri aja ya nanti ngurusnya, kesini sendiri, tapi nanti minta dibuatkan akte jual belinya aja.”
 A271 C6 : “itu kira-kira berapa Pak biayanya kalo yang notaris aja?”
 A272 CSO : “njenengan langsung ketemu orangnya aja”
 A273 C6 : “nggih”
