

## ABSTRAK

031224007 Pratiwi, Maria Theresa O, 2009, Kesantunan Berbahasa Elit Politik di Media Televisi : *Today's Dialogue dan Save Our Nation*. Skripsi. FKIP-PBSID. Yogyakarta. Universitas Sanata Dharma.

Skripsi yang berjudul Kesantunan Berbahasa Elit Politik di Media Televisi : *Today's Dialogue dan Save Our Nation* ini merupakan kajian pada tuturan yang digunakan oleh elit politik. Kesantunan berbahasa merupakan perangkat yang digunakan penutur agar tuturannya tidak menyinggung mitra tutur. Dengan menggunakan bahasa yang santun, penutur dapat menjaga hubungan interpersonal dengan mitra tutur.

Penelitian ini bertujuan untuk mendeskripsikan bentuk-bentuk tuturan yang tidak santun, bentuk-bentuk tuturan yang santun, indikator-indikator tuturan yang santun, kaidah-kaidah kesantunan berbahasa Indonesia. Selain itu, penelitian ini juga bertujuan untuk mendeskripsikan kesantunan berbahasa elit politik di media televisi. Data dalam penelitian ini adalah tuturan-tuturan yang diucapkan elit politik dalam acara *Today's Dialogue dan Save Our Nation*. Dengan demikian, subjek penelitian ini adalah elit politik. Pengumpulan data diperoleh dengan metode sadap rekam. Data yang terkumpul dianalisis menggunakan kaidah-kaidah kesantunan berbahasa yang dikemukakan oleh Grice, Geoffrey Leech, serta Brown dan Levinson.

Peneliti menemukan bahwa sebagian tuturan elit politik belum menggunakan bahasa yang santun. Hal ini disebabkan karena penutur melanggar kaidah-kaidah kesantunan berbahasa. Elit politik melakukan pelanggaran pada maksim kuantitas, maksim relevansi, dan maksim cara. Elit politik juga melanggar prinsip kesantunan berbahasa yang dikemukakan oleh Leech. Pelanggaran yang dilakukan adalah pelanggaran maksim penerimaan, maksim kerendahan hati, maksim kesepakatan atau maksim kecocokan, dan maksim simpati. Pelanggaran yang paling menonjol adalah pelanggaran konsep muka positif.

Dari tuturan yang telah dianalisis, peneliti menemukan indikator-indikator tuturan yang santun kemudian merumuskan kaidah-kaidah kesantunan berbahasa Indonesia. Penelitian ini diharapkan dapat memberikan wacana kepada penutur Bahasa Indonesia tentang kaidah-kaidah tuturan yang santun. Selanjutnya, penutur dapat mengaplikasikannya dalam kegiatan bertutur sehari-hari.

## ABSTRACT

Pratiwi, Maria Theresa. 2009. *An Analysis on the Politeness Language of Politicians (Political elite) in Television Programs: Today's Dialogue and Save Our Nation*. Yogyakarta: Indonesian Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

The current research entitled *An Analysis on the Politeness Language of Politicians (political elite) in Metro Television: Today's Dialogue and Save Our Nation* is a study of speech used by the politicians (political elite). Politeness language is a tool used by speakers in order not to offend the partners. By using polite language, speakers can maintain interpersonal relationships with the partners.

This study aims to describe the speech forms that are considered as impolite or polite speech, and to explain the indicators of polite speech as well as the rules of politeness in Indonesian language. In addition, the study also aims to depict the politeness language of politicians (political elite) in the television program. The data in this study is the speech uttered by the politicians (political elite) in television programs: Today's Dialogue and the Save Our Nation. Thus, the subject of this research is the politicians (political elite). The data is obtained by employing the tapping record method. The data is collected and analyzed by using the rules of politeness language proposed by Grice, Geoffrey Leech, and Brown and Levinson.

The researcher found that some of speech uttered by the politicians (political elite) is considered as impolite language. The cause is the speaker violates the rules of modesty speaking (politeness language). With respect to the theory of the principle of cooperation suggested by Grice, the findings indicated that the politicians (political elite) violates the maxims of quantity, maxims of relevance, and maxims of manner. However, the violations committed by politicians (political elite) are not always uttering the impolite language, but also violating the principle of politeness language proposed by Leech. The committed violations are classified as violations of acceptance maxims, of humility maxim, of agreement or suitability maxim, and of sympathy maxim. With regard to Brown and Levinson's politeness model, the most prominent violation is a violation of the **concept of positive face**.

From the collected speech that has been analyzed, the researcher found the indicators of polite speech and then formulated the rules of politeness in Indonesian language. This research is expected to give a discourse to Indonesian speakers about the rules of polite speech. Furthermore, speakers can apply the polite speech in daily speaking activities. The implications of this research can be used as learning materials to teach Indonesian language at school. By teaching the rules of politeness language, the students hopefully can speak politely.