

# LANGUAGE POLITENESS IN THE 2023-2024 DPR-RI CAMPAIGN BILLBOARD IN TEGAL CITY AND ITS IMPLICATIONS FOR INDONESIAN LANGUAGE LEARNING IN JUNIOR HIGH SCHOOL GRADE VII

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## Abstract

Political campaigns in Indonesia, including the use of billboard media, have become an important part of the democratic process. In accordance with this context, politeness in language plays an important role in determining the good name of prospective legislative members. The city of Tegal, as one of the areas known for its distinctive dialects and colloquial language, is a relevant context for studying how regional languages are used to influence public opinion. This study aims to describe language politeness in the 2023-2024 DPR-RI campaign billboard in Tegal City and describe the implications of the research results for Indonesian language learning in Junior High School Grade VII. The object of this study is the words in the billboards of the House of Representatives of the Republic of Indonesia which are spread across the Tegal City area. The research method used is qualitative descriptive. The data collection techniques used in the research are observation and documentation techniques. The data analysis technique in this study uses the Content Analysis method. Researchers in this study used pragmatic theory that studies how language structures are used in the context of communication. The results of the research based on Leech's theory found as many as 27 data on language politeness in the DPR-RI campaign billboards in Tegal City. The maximum wisdom has 5 data with a percentage of 19%, the maximum of generosity has 7 data with a percentage of 25%, the maximum of appreciation has 4 data with a percentage of 15%, the maximum of humility has 5 data with a percentage of 19% and the maximum of sympathy has 6 data with a percentage of 22%. The results of this study can be a means of learning Indonesian language in Junior High School Class VII, on the description text material with the learning purpose of students assessing the effectiveness of information by practicing critically analyzing the description text in the pamphlet. This research is expected to be used by teachers as a source of Indonesian learning in the classroom.

*Keywords : Language Politeness, Campaign Billboard, Implications of Indonesian, Language Learning*

## 1 INTRODUCTION

Pragmatics is a relatively new scientific field in Indonesia. Pragmatics tries to see the relationship between the form of language and the way it is used in people's lives. According to Wijana (in Adriana 2018:5), pragmatics is a branch of linguistics that examines how linguistic units are used in communication, focusing on external aspects of language structure. It can be said that pragmatics focuses on understanding how linguistic units are used in the context of daily communication. This states that pragmatic studies emphasize the factors of language use, including the context and purpose of its use. Pragmatic realizes that to understand the essence of language we need to consider aspects beyond the scope of language itself, including how language is used in the communication process.

Language has always been used by the community as a tool for speech. According to Widjono (in Krisanjaya 2019:13), language is a sound symbolization system used by society to communicate. Language is not only a tool to communicate and convey ideas, but also as a reflection to show the identity of the group of language users. Every word spoken or written, contains values that reflect the character of the community. Therefore, understanding Language is not only about vocabulary but also about the context and meaning contained in it. Language can also affect people's perceptions, because it is the reason why we often encounter language in the world of politics.

Language is often used as a realm of power in the political world. According to Andiningsari (in Wiragunawan 2022:13), the language used is manipulated by government interests so that language engineering occurs. Any understanding of the ruling elite contains meanings that can change language such as spreading lies, spreading riots, public conflicts and twisting the facts. Politicians are required to be agile in communicating with the public, and be able to accept both an opinion and criticism. In

addition, politicians must also learn to respect others by speaking politely and politely so that they do not hurt the feelings of others. Manners are not only seen from behavior but manners must also be adjusted to good language speech, speech will be polite if the speaker pays attention to the words to be conveyed. Politeness reflects the subtlety of a person's language. Manners also involve the use of polite language and respect for social norms that apply in society.

Politeness in language or polite behavior should be applied in a person as a firm concept such as polite social behavior in the culture of society. Politeness in language is the same as putting a person in the expected place, in other words "respect" or "honorable". According to Kamisa (in Wijaya, Akhyaruddin, & Yusra 2022:556), politeness in language is a person's ethics in socializing by being careful in using language and words anywhere and anytime. Speech is considered polite if the speech that is uttered does not sound forceful, and pay attention to the words and language spoken to the interlocutor. Therefore, polite language is the right tool to communicate and establish social relationships.

Communication between humans seems boring if it is only done with speech. To make communication more interesting, we can use communication with a written system, with written communication a person can also pour out their ideas and opinions. One of the communication tools that can be seen by many people and can attract the attention of many people is billboard media. According to Priana and Wijayanti (in Dewi 2021:213), billboards are the most effective political propaganda tool in the form of outdoor campaign media to convey messages to the public that can influence the attitudes and actions of the candidates. The language in the billboard is very important, as it will be the main highlight for someone who sees it. Billboard promotion is said to be successful if many general people are increasingly interested. Billboards are included in the outside media that are considered the best momentum for each party in campaign activities.

According to Atkin and Rice (in Milana and Muksin 2021:160), a campaign is an effort to inform and influence a large number of audiences at a certain time and display various messages to generate benefits to society. The props in the campaign are diverse, one of which is in the form of billboards. Campaigns in the form of billboard media are usually spread in the community, one of which is on the roadside and crowded places. The speech on the billboard varies greatly in order to realize the political target, but it is also necessary to pay attention to the language used so as not to offend someone. Many people do not realize that the language they use turns out to cause disputes because they are too free in language.

Therefore, politeness is apparently very important for a speech, especially in the world of Education. Language politeness in the world of education plays a very important role, of course in learning Indonesian, because many students use impolite language both inside and outside school. Many students violate the principle of politeness when talking to teachers. One of them is that they do not respond to orders from teachers with an attitude that is not serious or joking. Because of this, the research on language politeness in the DPR-RI campaign billboard in the city of Tegal can be implicated in learning Indonesian.

Regarding Indonesian language learning, the researcher chose the Descriptive Text material (in a pamphlet). Phase D, students have the language skills to communicate and reason according to goals, social contexts, and academics. Students understand information in the form of ideas, thoughts and views, directions or messages from the description text. Aim to assess the effectiveness of information by practicing analyzing visual descriptions in pamphlets.

## **2 METHE RESEARCH**

This study uses a qualitative descriptive research method. According to Sugiyono (in Sugiyono (in Anggrayni and Supriyadi 2022:76), qualitative research is an approach that studies natural conditions and the type of data collected is descriptive data. The descriptive method is based only on facts and does not involve the use of numbers as the data. The researcher chose the qualitative descriptive method because this research cannot be proven or measured numerically.

The data source in this study uses primary data sources. According to Sugiyono (in Wiragunawan 2022:27), primary data refers to information obtained directly from the object of research through direct observation. The form of data in this study is the words contained on the campaign billboard of the DPR-RI of Tegal City. The data collection technique in this study uses observation and documentation techniques. According to Semiawan (in Iryana and Kawasati 2019:10), the observation technique is data collection directly from the field. While the documentation technique is to record or copy existing data.

The data analysis technique used in this study uses a qualitative design with the Content Analysis method. According to Arikunto (in Wiragunawan 2022:28), this method reveals messages, meanings, and meanings hidden in a discourse. There are several steps in conducting data analysis, including; 1) identifying the words contained in the DPR-RI campaign billboard; 2) classify the data obtained based on the type of language politeness; 3 data interpretation; and 3) to analyze the implications of research in Indonesian language learning activities in Junior High School Grade VII.

The technique of presenting the results of the data analysis uses an informal approach. According to Sudaryanto (in Andriyani, Sundayra and Permana 2021:45), the informal approach is one of the approaches to convey the results of data analysis where the data presented uses ordinary words, so that it does not seem rigid so that the results of the analysis obtained are natural without appearing contrived.

### 3 RESULTS AND DISCUSSION

Based on the results of the study, it was shown that there was the use of Language Politeness in the 2023-2024 DPR-RI Campaign Billboard in Tegal City and its implications for Indonesian Language Learning in Junior High School Grade VII which includes language politeness. According to Leech, data analysis of 6 maxims of politeness in language was found, only 5 politeness in language were found in the study, namely, politeness maxim wisdom, politeness maxim generosity, politeness maxim appreciation, politeness maxim humility, and politeness maxim sympathy. There is 1 category of politeness maxim that is not found, namely the maxim of agreement, it occurs because the way political communication in this study tends to be passive, where candidates or political parties convey messages to the public without any direct interaction or negotiation with listeners. Here's an explanation of one of the data.

#### 3.1.1 Data on Language Politeness

##### 1. Maxim of Wisdom

Context: written in the text of a billboard from PKB on behalf of Eka Widodo which preaches the importance of honest, good and moral behavior in interacting.

##### Data (1) "Becik ketitik, olo ketoro".

The sentence above uses Javanese, which when interpreted in Indonesian as **"good is seen, bad is caught"**, in general the text is used to invite to do good regardless of how small, to avoid bad deeds even though they seem trivial.

- Politeness in Language: the word "becik" refers to good things, the word "betitik" refers to a sign or mark, the word "olo" refers to bad deeds, and the word "ketoro" refers to things that are known". The explanation states that the phrase "becik ketitik olo ketoro" does not have a word that reflects the attitude of knocking down the opponent.
- Maksim Kewisean: the phrase **"becik ketitik olo ketoro"** in general contains a meaning that gives a valuable message about the importance of behaving well, wisely and responsibly.
- Message Influence: each community group has its own opinion on the above message, some may see it as a message that motivates people to take good action.

Context: written in the text of a billboard from PDI on behalf of Dr. Dewi Aryani, M.Si. who invites the public to vote.

##### Data (2) "Pemilu 2024, pilih wonge dewek bae".

The sentence above is written using the Tegal dialect, if interpreted in Indonesian as **"2024 Election, choose your own friends"**. In general, this sentence has the meaning of inviting people to vote for candidates they know or are close to. The message shows the maxim of wisdom that reduces the losses of others to a minimum and increases the profits of others as much as possible.

- Language Politeness: the phrase "2024 election" refers to the general election in 2024. The word "choose" refers to something that is right to take. The phrase "wonge dewek" refers to oneself or a known person, and the word "bae" refers to a statement only. The explanation of the phrase "choose wonge dewek bae" does not have a word that reflects the attitude of knocking down the opponent.

- b. Maksim Kewisean: the sentence "**choose wonge dewek bae**" generally refers to urging people to choose people who come from people they know. The phrase provides direction or encouragement that can harm oneself, the word has a wise message in choosing without insulting or degrading other politics.
- c. Message Influence: The message generally makes the reader feel reminded to choose carefully and feel compelled to think more deeply about their political choices.

## 2. Maxim of Generosity

Context: written in the text of a billboard from the National Mandate Party on behalf of Hj. Khurotul Jannah, SE., M.M. who is committed to helping the people.

### Data (3) "Help the people".

The sentence above in general the meaning of the text expresses a person who not only thinks about himself, but also contributes to the welfare of the people at large. The message shows the maxim of generosity that puts others first and increases one's losses as much as possible.

- a. Politeness Language: the word "help" refers to giving and the word "people" refers to members of a large society. The phrase "help the people" is said to be polite because the use of the word does not reflect the attitude of bringing down the opponent.
- b. Maxim of Generosity: the phrase "help the people" in general shows a generous attitude that wants to help and prioritize the people, in this case, of course, only conveying a message that refers to the welfare of the people is the main goal of the PAN party.
- c. Influence of the Message: The message generally makes the reader feel that the PAN party has good intentions and is willing to help people's problems, if they win the election.

Context: written in the text of a billboard from PDI on behalf of Hj. Idza Priyanti, S.E, M.H which shows evidence of real performance to the community.

### Data (4) "Real work for the people".

The above sentence is generally used to show actions that are carried out for the benefit of the community, and to show generosity by maximizing the interests of others.

- a. Politeness in Language: the phrase "real work" generally refers to a person's work effort, and the phrase "for the people" refers to prioritizing the interests of the people. The message conveyed is positive without bringing down the other party.
- b. Maxim of Generosity: the phrase "for the people" generally expresses to prioritize the interests of the people. The phrase gives a message that PDI works by prioritizing the people to maximize the interests of the people.
- c. Influence of the Message: The sentence generally makes readers feel that candidate Idza Priyanti will prioritize the people, if he wins the election.

## 3. Maximum Award

Context: written in the text of a billboard from the GELORA Party on behalf of H. Rohmani, S.PD. MA who promises free tuition assistance.

### Data (5) "Gelora wins, free tuition".

The above sentence is generally used to show that if the Gelora party wins, it will hold a free lecture.

- a. Politeness in Language: the phrase "gelora won" refers to a party that will win the general election, and the phrase "free college" refers to the promise or program of free college for the community. The message conveyed is positive without bringing down the other party.
- b. Maximum Award: the phrase "gelora win free college" adheres to the maxim of award which in words only focuses on one's own victory, not words that contain elements of knocking down opponents.
- c. Message Influence: the message generally makes readers feel interested, especially students want to know how the program of the Gelora Party will be implemented.

Context: written in the text of a billboard from PDI on behalf of Dr. Dewi Aryani, M.Si. who announced that she was actually working for the people.

**Data (6) "Pejuang rakyat, terbukti kerjane".**

The sentence above uses the tegal dialect which when interpreted as **"People's fighter, has proven his work"**, in general the text shows that he has proven to fight for the people.

- a. Politeness in Language: the phrase "people's fighter" refers to an effort to achieve the will of the people, and the phrase "has proven to be a worker" refers to a person who has done work that has indeed happened or a fact. The message conveyed is positive without bringing down the other party.
- b. Maxim of Reward: the phrase "wes proven to work" adheres to the maxim of reward which in words only focuses on one's own superiority, without using words that contain elements of knocking down opponents.
- c. Message Influence: the message generally makes the reader curious, so they look for real evidence to confirm its truthfulness.

## 4. The Maxim of Humility

Context: written in the text of a billboard from the Prosperous Justice Party (PKS) on behalf of Dr. H. Abdul Fikri Faqih who begged for favor to vote for him.

**Data (7) "Please pray and support".**

The above sentence is generally used to ask for prayers to be supported by someone. Here are some possibilities, not reflecting the true meaning without additional information:

- a. Politeness Language: the word "beg" refers to a polite request. The word "prayer" refers to hope in God. The word "support" refers to help. The phrase reflects a respectful gesture by politely asking for support, no meaning that offends people.
- b. Maxim of Humility: the phrase "please pray and support" generally shows a humble attitude, because it has the meaning of a polite request, without using praise on oneself.
- c. Message Influence: The message generally makes readers feel that candidates from the PKS party need help in the form of ballots.

Context: written in the text of a billboard from the National Awakening Party (PKB) on behalf of Eka Widodo who is committed to serving religion and the nation.

**Data (8) "Berhidmah untuk agama dan bangsa".**

The above sentence, when translated into Indonesian as **"Serving for religion and the nation"**, generally has the meaning of prioritizing religious and state services. Here are some possibilities, not reflecting the true meaning without additional information:

- a. Politeness Language: the word "serve" refers to filial piety. The phrase "for the nation and state" refers to the purpose for the nation and the state. The phrase uses polite words and has no meaning that offends people.
- b. Maxim of Humility: the phrase "serving for religion and country" reflects the meaning of humility that is committed without highlighting achievements or praising oneself.

## 5. Maxim of Simpati

Context: written in the text of a billboard from PKS on behalf of Dr. H. Abdul Fikri Faqih, which preaches the importance of education for the future of children.

**Data (9) "Bocah kudu sekolah eben uripe mulya".**

The sentence above is written using the Tegal dialect, if interpreted in Indonesian as **"children must go to school so that their lives are prosperous"**. In general, it has a meaning that shows attention to children's education.

- a. Politeness Language: the word "boy" refers to children. The word "must" refers to a must. The word "school" refers to Education. The phrase "noble life" refers to a better life. The explanation states that the sentence conveyed is not a violation of words that reflects the attitude of bringing down the opponent.
- b. Maksim Simpati: the sentence "boys must go to school eben uripe mulya" from the PKS party, in general, has a message of concern for the future of children by striving for education.

- c. Influence of the Message: The message generally makes the reader feel that the candidate from the PKS party, will meet the educational needs of children who have not received education.

Context: written in the text of a billboard from PKS on behalf of Kartika Dwi Hapsari, S.P, who is committed to improving mental health education.

**Data (24) "Fighting for Mental Health Education for all of them".**

The above sentence generally shows the intention to provide mental health education to the entire community. Showing the maxim of sympathy in the form of care.

- a. Politeness Language: the phrase "to fight" refers to effort. The phrase "Mental health education" refers to knowledge about mental health. The phrase "for all people" refers to attention to certain groups of society. The phrase does not have a word meaning that reflects a degrading attitude.
- b. Maksim Simpati: the phrase "fighting for mental health education" in general shows concern that wants to fight for mental health education for all groups, in this case, of course, it only conveys a message that refers to the need for mental health education is a program that will be run by the PKS party.

### 3.1.2 Implications for Indonesian Language Learning in Junior High School.

Indonesian Language Learning is a learning activity in which students gain the ability to communicate, listen, read and write using good and correct Indonesian. It allows students to master grammar, vocabulary, spelling and good communication. As the times develop, the Indonesian learning process also adjusts to the way it involves the use of technological aids in its learning media. The use of this technology is expected to increase the enthusiasm of students in receiving materials.

The implication is linkage or involvement. The implications of education on the unit-level curriculum are in accordance with the unit level in the school. In its implementation, it requires a syllabus and an assessment system that makes students able to describe knowledge and skills in accordance with the stated statement by showing skills.

The results of this study have implications, related to Indonesian language learning in Junior High School Grade VII. The module used in this study takes advantage of the relevance of SMP Negeri 1 Lebaksiu, with mothers Noviari Agustin, S.Pd., as a teacher of Indonesian Language with the material of the Description Text (in a pamphlet). CP Phase D, students have the language skills to communicate and reason according to goals, social contexts, and academics. Students understand information in the form of ideas, thoughts and views, directions or messages from the description text. The purpose of the learning is for students to assess the effectiveness of information by practicing critically analyzing visual descriptions in pamphlets.

This research is relevant to the development of linguistics in Indonesian language learning in junior high schools. Students at the junior high school level are indeed in the phase of developing their language skills, especially regarding language politeness. This research can be used as a race for Indonesian teachers in designing teaching modules. For example, teachers choose materials that introduce the theory of language politeness to students with teaching materials in the form of pamphlets. This research is relevant to the development of linguistics in Indonesian language learning in junior high schools. Students at the junior high school level are indeed in the phase of developing their language skills, especially regarding language politeness. This research can be used as a race for Indonesian teachers in designing teaching modules. For example, teachers choose materials that introduce the theory of language politeness to students, equipped with teaching materials in the form of pamphlets. The module is expected to provide an example of the use of polite language without offending others.

Learning about language politeness can also help students in developing good communication skills in Indonesian. This is very important because the ability to communicate well turns out to be the main goal in learning Indonesian in junior high school. Research on language politeness can provide valuable benefits in learning Indonesian in junior high school, because it helps students to become someone who is aware of the values of politeness in communicating.

Politeness in language on billboards or pamphlets can be used as teaching materials in Indonesian language learning. Teachers will provide material on the effectiveness of information by practicing critically analyzing the language in the pamphlet. This can make students understand the importance of moral values in pamphlets. The learning can also remind students of thinking and reasoning skills.

#### 4 CONCLUSION

Based on the results of the research and language that has been described in chapter IV, regarding "Language Politeness in the Text of the 2023-2024 DPR-RI Campaign Billboard in Tegal City and Its Implications for Indonesian Language Learning in Junior High School Grade VII" can be concluded as follows: The speech on the Billboard of the DPR-RI Candidate in Tegal City contains language politeness. Based on 27 data, with 5 categories of politeness maxims, namely, generosity maxim 7 data, wisdom maxim 5 data, appreciation maxim 4 data, humility maxim 5 data and maxim simpat 6 data. There is 1 category of politeness maxim that is not found in the study, namely the maxim of agreement, it occurs because the way of political communication in this study tends to be passive. The most data found in this study are; The maxim of generosity, it happens because the maxim of generosity can attract public sympathy and support by highlighting the positive traits of the candidate, which can be in the form of social concern and the willingness to sacrifice personal interests for the sake of the public interest. The least data found in this study, is the maximum of 4 data, this is because in political communication, messages that highlight awards too much can harm the candidate's image. The results of this study have a relationship or implication on Indonesian Language learning in Junior High School Grade VII. The connection is in the descriptive text material, in the flow of learning objectives 7.6 students assess the effectiveness of information by practicing critically analyzing the descriptive text in the pamphlet. Students are given material to assess the effectiveness of the travel pamphlet by choosing words.

#### 5 SUGGESTION

1. For teachers, the results of this research are expected to be used as a learning resource about language politeness into Indonesian learning in the classroom.
2. For students, they must be able to understand how important it is to use polite and respectful language in public communication.
3. For researchers, it is hoped that they will be able to pay attention to politeness and respect all legislative candidates so as not to become provocateurs

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