# DEVELOPING A MEASURING TOOL OF *BAHASA* INDONESIA POLITENESS IN FACE-TO-FACE AND REMOTE SOCIAL INTERACTIONS

Zamzani, et.al.

## Summary

This study aimed to (1) identifying the forms of polite speech acts within face-to-face interactions; (2) identifying the indicators for politeness in *bahasa* Indonesia in face-to-face social interactions required by Indonesian speakers; and (3) setting up indicators of politeness to be developed as a measuring tool for *bahasa* Indonesia politeness. This study can be used as a reference in constructing the measuring tool for *bahasa* Indonesia politeness in face-to-face, formal speech, and theoretically can be beneficial for: (1) theoretical reference for polite and impolite oral expressions in face-to-face, formal speech, (2) reference for politeness indicators in conducting face-to-face, formal speech, and (3) reflection of politeness indicators of *bahasa* Indonesia users in various social classes.

This study made use of research and development (R&D) approach. In this first year, the study focused on the problems of politeness in *bahasa* Indonesia and found the need assessment of the speech community of *bahasa* Indonesia for language politeness, set up the indicator for universality of politeness of *bahasa* Indonesia community in face-to-face of formal and informal settings, and developed a prototype of measuring tool for politeness. In this first year, the study used qualitative and quantitative approaches related to library study so that the indicators for politeness can be comprehensive and meet the need.

The subjects of this study were *bahasa* Indonesia speakers who were required to speak politely, consisted of students, university students, teachers, lecturers, and other professions. Total subjects were 200 people, classified based on their background of education, age, sex, profession, domicile, and tribe. This study was located in Yogyakarta province, covering the area of Sleman, Yogya city, and Bantul. The locations were selected based on the need and purpose of this study. Apart from educational institutions and campuses, areas inhibited by people of multi-tribe and multiethnic were also chosen.

The data collections used the techniques of survey-questionnaire, observation, interview, and documentation. Survey was carried out to find out preliminary data among the potential subjects. Observation was done by observing verbal behavior of the subjects, both of orally and non-orally and their reactions during the process of social interaction. Documentation was used to note down the activities of subjects' verbal behavior. Technique of exploratory literature was also used. Data were taken both qualitatively and quantitatively. Qualitatively, data were taken by taking notes from observation of face-to-face formal speech acts around the researchers. Quantitatively, data were taken by making instruments in the form of Likert scale. The scale was made in five topics face-to-face formal settings, i.e. teaching-learning processes, formal meetings, other academic topics, cultural rituals and ceremonies and public transactions, negotiations, and services. Each topic was then developed into several speech acts. Data analysis was conducted by qualitative and quantitative descriptive technique. Qualitative analysis was done by describing

the dimensions of *bahasa* Indonesia politeness, designing the required indicators, and developing the items. Quantitative analysis was carried out by using statistical processing technique.

This study used various theories as references, such as the principle of collaboration proposed by Grice, principle of politeness proposed by Leech, principle of formal politeness stated by Mills, and principle of politeness stated by Aziz.

This study shows that the forms of polite speech act can be categorized based on its topics and functions. Based on its topics, the face-to-face formal speech acts can be categorized into five topics, i.e. speech acts in teaching-learning processes, formal meetings, other academic topics, cultural rituals and ceremonies and public transactions, negotiations, and services.

A form of speech act can be valued as a very polite, polite, slightly polite, not polite, and very impolite expressions based on many factors: position and role of the speech, speaker's age, speaker's level of authority and social, the purpose of speech, effect of speech, choice of words, and context appropriateness described in various items of instruments.

Indicators of politeness of a speech act are determined by many factors: choice of words, lack or not of greeting, purpose of speech, appropriateness of attitude (modest, pompous), honesty or dishonesty, vulgarity, effect on the listeners, the listener, authority of social class, and sufficiency of speech. Those indicators of politeness are often overlapped and cause different perceptions on politeness for different respondents. Besides the indicators mentioned on point three, there are other factors found in this study, i.e. (1) honesty, (2) authority, (3) standard dictions, and (4) convention.

Penelitian ini bertujuan (1) mengembangkan alat ukur kesantuanan bahasa Indonesia dalam tuturan formal bersemuka; (2)Melakukan uji lapangan terbatas terhadap alat ukur kesantunan bahasa Indonesia dalam interaksi sosial formal baik yang bersemuka maupun nonbersemuka; (3)Mengembangkan alat ukur kesantunan dalam bentuk buku. Adapun manfaat yang dapat dipetik adalah (1) acuan untuk mengukur kesopanan dalam bertindak tutur formal bersemuka, (2) gambaran alat ukur kesantunan formal bersemukan. (3) Acuan mengukur derajat kesantunan atau kesopanan pada pengguna bahasa Indonesia dalam berbagai kelas sosial.

Subjek penelitian ini adalah penutur bahasa Indonesia yang sudah dituntut berbahasa secara santun, terdiri dari pelajar, mahasiswa, guru-guru, dosen, dan pengguna bahasa lain yang diklasifikasi berdasarkan satuan pendidikan, usia, jenis kelamin, wilayah domisili, dan suku. Subjek penelitian yang dijaring berjumlah 35 orang. Lokasi penelitian ini adalah Yogyakarta, meliputi Sleman, Gunung Kidul, Kulon Progo, Kota, dan Bantul. Pemilihan lokasi didasarkan pada kebutuhan atau tujuan. Wilayah-wilayah yang dihuni warga dari multisuku dan multietnis juga dipilih selain lembaga pendidikan dan kampus. Subjek penelitian dijaring berdasarkan pertimbangan jenis kelamin, usia, pendidikan, pekerjaan, wilayah domisili, dan suku.

Teknik yang digunakan untuk mengumpulkan data adalah FGD , tes, dan wawancara apabila dibutuhkan. FGD dilakukan menemukan kesapahaman tes sebelum diberikan kepada pengguna. FGD dilakukan antara tim peneliti dengan ahli di bidang pragmatik, guru, dan orang yang dipandang memahami budaya. Tes dilakukan untuk ujicoba, terbatas( 35 orang). Tes yang dilakukan sekaligus dengan memberikan score pada masing-masing jawaban untuk menentukan derajat kesantunan. Wawancara dilakukan terhadap subjek dengan memberikan pertanyaan yang berkaitan dengan kesantunan bahasa. Wawancara dimaksudkan untuk menjaring data tentang pendapat subjek terhadap kesantunan bahasa, pandangannya tentang kesantunan bahasa dalam situasi formal, dan permasalahan

yang pernah dialami terkait dengan kesantunan bahasa. Analisis data dilakukan dengan teknik deskriptif kualitatif dan kuantitatif. Analisis kualitatif dilakukan dengan cara mendeskripsikan dimensi kesantunan bahasa Indonesia, menyusun karakteristik kesantunan berdasarkan skala kesantunan yang dirumuskan. Analisis kuantitatif dilakukan untuk menguji derajat kevalitan kunci yang dirumuskan.

Hasil penelitian menunjukkan bahwa terdapat keselarasan antara indikator kesantunan yang dirumuskan di tahun pertama denga karakteristik kesantunan yang diberikan responden. Bentuk tindak tutur yang bernilai kesantunan dapat dikategorikan berdasarkan topik-topik dan fungsinya. Berdasarkan topiknya, tindak tutur bahasa Indonesia formal bersemuka yang ditemukan dikategorikan ke dalam lima topik, yakni tindak tutur dalam belajar mengajar, pertemuan resmi, topik akademik lain, upacara adat dan seremonial, serta transaksi, negosiasi, dan pelayanan publik.

Suatu bentuk tuturan dimaknai sebagai suatu tuturan sangat sopan, sopan, tidak sopan, dan sangat tidak sopan dikarenakan berbagai faktor: posisi dan peran tutur, usia penutur, tingkat otoritas dan sosial penutur, tujuan bertutur, efek bertutur, penggunaan kata-kata, dan ketepatan konteks yang dideskripsikan dalam butir instrumen secara beragam.

Karakteristik kesopanan sebuah tuturan ditentukan oleh berbagai faktor, yakni penggunaan kata-kata, ada tidaknya sapaan, tujuan berbicara, tepat-tidaknya situasi, sikap diri (angkuh, sombong), kejujuran dan ketidakjujuran, kevulgaran, efek pada pendengar, pendengar, otoritas kelas sosial, dan kecukupan tuturan. Karakteristik kesantunan tersebut seringkali tumpang tindih dan menyebabkan perbedaan persepsi nilai kesantunan bagi para responden.

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# PENGEMBANGAN ALAT UKUR KESANTUNAN BAHASA INDONESIA DALAM INTERAKSI SOSIAL BERSEMUKA DAN NONBERSEMUKA

Zamzani, dkk.

## Ringkasan

Penelitian ini bertujuan (1) mengidentifikasi bentuk-bentuk tindak tutur yang bernilai kesantunan bersemuka; (2) mengidentifikasi indikator-indikator kesantunan bahasa Indonesia dalam interaksi sosial bersemuka yang dibutuhkan penutur bahasa Indonesia; dan (3) menyusun indikator kesantunan untuk dikembangkan sebagai alat ukur kesantunan bahasa Indonesia. Penelitian ini dapat dimanfaatkan sebagai acuan pembuatan alat ukur kesantunan bahasa Indonesia dalam tuturan formal bersemuka, dan secara teoritik dapat diambil manfaatnya antara lain sebagai: (1) acuan teoretik terhadap bentuk-bentuk tuturan sopan dan tidak sopan dalam bertutur formal bersemuka, (2) acuan indikator kesopanan dalam bertindak tutur formal bersemuka, (3) gambaran indikator kesopanan pada pengguna bahasa Indonesia dalam berbagai kelas sosial.

Sebagai pendekatannya, digunakan pendekatan riset dan pengembangannya atau *Research and Development* (R & D). Pada penelitian tahun pertama ini, dilakukan studi tentang permasalahan kesantunan berbahasa Indonesia, menemukan *need assesment* masyarakat tutur bahasa Indonesia terhadap kesantunan dalam berbahasa, membuat indikator keuniversalan konsep kesantunan masyarakat penutur bahasa Indonesia dalam situasi formal dan nonformal bersemuka, serta mengembang alat ukur kesantunan yang awal. Pada tahun pertama ini digunakan pendekatan kualitatif dan kuantitatif serta dikaitkan dengan studi literatur sehingga indikator kesantunan/kesopanan yang dihasilkan komprehensif dan sesuai kebutuhan.

Subjek penelitian ini adalah penutur bahasa Indonesia yang sudah dituntut berbahasa secara santun, terdiri dari pelajar, mahasiswa, guru-guru, dosen, dan pengguna bahasa lain yang diklasifikasi berdasarkan satuan pendidikan, usia, jenis kelamin, wilayah domisili, dan suku. Subjek penelitian yang dijaring berjumlah 200 orang. Lokasi penelitian ini adalah Yogyakarta, meliputi Sleman, Kota, dan Bantul. Pemilihan lokasi didasarkan pada kebutuhan atau tujuan. Wilayah-wilayah yang dihuni warga dari multisuku dan multietnis juga dipilih selain lembaga pendidikan dan kampus. Subjek penelitian dijaring berdasarkan pertimbangan jenis kelamin, usia, pendidikan, pekerjaan, wilayah domisili, dan suku.

Teknik yang digunakan untuk mengumpulkan data adalah survei-angket, observasi, wawancara, dan dokumentasi. Survei dilakukan untuk menemukan data awal di antara calon subjek potensial. Observasi dilakukan dengan mengamati perilaku verbal subjek, baik lisan maupun nonlisan serta reaksi-reaksi yang diberilah selama proses interaksi sosial. Dokumentasi dilakukan terhadap aktivitas perilaku verbal subjek. Pada tahun pertama ini juga dilakukan teknik literatur eksploratorik.Pengambilan data diukur secara kuantitatif dan kualitatif. Secara kualitatif data dibuat dengan membuat catatan dari pengamatan terhadap tindak tutur formal bersemuka yang ada di sekitar peneliti. Secara kuantitatif data diambil dengan membuat instrumen yang berbentuk skala likert. Skala dibuat dalam lima topik dari tuturan formal bersemuka, yakni PBM, pertemuan resmi, akademik lain, upacara adat dan seremonial, dan tansaksi-negosiasi-pelayanan publik. Tiap-tiap topik dikembangkan menjadi beberapa tindak tutur. Analisis data dilakukan dengan teknik deskriptif kualitatif dan kuantitatif. Analisis kualitatif dilakukan dengan cara mendeskripsikan dimensi kesantunan bahasa Indonesia, menyusun indikator yang dibutuhkan, mengembangkan item. Analisis kuantitatif dilakukan dengan menggunakan teknik pengolahan statistik.

Penelitian ini menggunakan berbagai teori sebagai acuan, di antaranya adalah prinsip kerjasama yang dikemukakan Grice, prinsip kesantunan yang dikemukakan oleh Leech, prinsip kesantunan formal yang dikemukakan oleh Mills, dan juga prinsip kesantunan yang dikemukakan oleh Aziz.

Hasil penelitian menunjukkan bahwa bentuk tindak tutur yang bernilai kesantunan dapat dikategorikan berdasarkan topik-topik dan fungsinya. Berdasarkan topiknya, tindak tutur bahasa Indonesia formal bersemuka yang ditemukan dikategorikan ke dalam lima topik, yakni tindak tutur dalam belajar mengajar, pertemuan resmi, topik akademik lain, upacara adat dan seremonial, serta transaksi, negosiasi, dan pelayanan publik.

Suatu bentuk tuturan dimaknai sebagai suatu tuturan sangat sopan, sopan, agak sopan, tidak sopan, dan sangat tidak sopan dikarenakan berbagai faktor: posisi dan peran tutur, usia penutur, tingkat otoritas dan sosial penutur, tujuan bertutur, efek bertutur, penggunaan kata-kata, dan ketepatan konteks yang dideskripsikan dalam butir instrumen secara beragam.

Indikator kesopanan sebuah tuturan ditentukan oleh berbagai faktor, yakni penggunaan kata-kata, ada tidaknya sapaan, tujuan berbicara, tepat-tidaknya situasi, sikap diri (angkuh, sombong), kejujuran dan ketidakjujuran, kevulgaran, efek pada pendengar, pendengar, otoritas kelas sosial, dan kecukupan tuturan. Indikator-indikator kesantunan tersebut seringkali tumpang tindih dan menyebabkan perbedaan persepsi nilai kesantunan bagi para responden. Selain indikator yang telah disebutkan pada nomor tiga, terdapat indikator baru yang ditemukan dalam penelitian ini, yaitu (1) ketulusan, (2) otoritas, (3) kata-kata standar, dan (4) konvensi.

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ABSTRACT

This study aimed to ; (1) This study can be used as a reference in constructing the measuring tool for *bahasa* Indonesia politeness in face-to-face, formal speech, and theoretically can be beneficial for: (1) theoretical reference for polite and impolite oral expressions in face-to-face, formal speech (2) Perform a limited field test to measure politeness Indonesian language in both formal social interaction (3) Developing a measure of politeness in book form . This study can be used as a reference in constructing the measuring tool for *bahasa* Indonesia politeness in face-to-face, formal speech, and theoretically can be beneficial for: (1) theoretical reference for polite and impolite oral expressions in face-to-face, formal speech, (2) reference for politeness indicators in conducting face-to-face, formal speech, and (3) reflection of politeness indicators of *bahasa* Indonesia users in various social classes.

The subject of this research are speakers of Indonesian who has been charged with speaking in a polite, composed of student, students, teachers, lecturers and users of other languages that are

classified based on educational unit, age, gender, region of domicile, and the tribe. Dragnet subjects numbered 35 people. The location of this research is to Yogyakarta, covering Sleman, Gunung Kidul, Kulon Progo, City, and Bantul. Site selection was based on the needs or objectives. The areas inhabited by citizens of multiethnic and also selected in addition to other educational institutions and campus. Dragnet research subjects based on the consideration of gender, age, education, occupation, region of domicile, and thetribe.

This study made use of research and development (R&D) approach. FGDs were conducted between the research team with experts in the field of pragmatics, teachers, and people who understand the culture considered. Tests carried out for testing, limited (35 people). Tests conducted at once by giving scores to each answer to determine the degree of politeness. Interviews were conducted on the subject by providing questions relating to the politeness of language. Interviews are intended to gather data on the subject of politeness language opinions, views about the politeness of language in formal situations, and who had experienced problems associated with the politeness of language. Data analysis was performed with descriptive qualitative and quantitative techniques. Qualitative analysis was done by describing the dimensions of Indonesian civility, politeness characteristic set that is formulated based on the politeness scale. Quantitative analysis was conducted to examine degrees of key kevalitan formulated. The results showed that there is harmony between politeness indicators are formulated in the first year of premises granted respondent characteristic politeness. Valuable form of speech acts that politeness can be categorized based on the topics and functions. Based on the topic, a formal speech acts Indonesian found bersemuka categorized into five topics, namely speech acts in teaching and learning, the official meeting, other academic topics, ceremonies and ceremonial, and transactions, negotiation, and public service.
A form of speech utterances interpreted as a very courteous, polite, impolite, and very rude, because of several factors: the position and role of speech, speaker age, level of authority and social speakers, goals speak, speak the effects, the use of words, and accuracy context is described in the instrument in a variety of grains.
Characteristic modesty an utterance is determined by various factors, namely the use of words, the presence or absence greeting, speaking destination, whether or not the situation right, self attitude (arrogance, pride), honesty and dishonesty, kevulgaran, the effect on the listener, the listener, the authority of social class , and the adequacy of speech. Characteristics of politeness is often overlap and cause differences in the perception of the value of politeness fo