

## ANALYSIS POLITENESS STRATEGY OF PRABOWO SUBIANTO SPEECH ON THE CSIS INDONESIA EVENT

Fitri Ajelita Lingga<sup>1</sup>, Christina Natalina Saragi<sup>2</sup>, Nurhayati Sitorus<sup>3</sup>

\*Corresponding Author : [christina.saragi@uhn.ac.id](mailto:christina.saragi@uhn.ac.id)

<sup>123</sup>Fakultas Keguruan dan Ilmu Pendidikan, Universitas HKBP Nommensen Medan,  
Sumatera Utara, Indonesia

### Abstrak

Penelitian ini berjudul "Analisis Strategi Kesantunan Pidato Prabowo Subianto Di Acara CSIS Indonesia". Penelitian ini bertujuan menganalisis penggunaan strategi kesantunan oleh Prabowo Subianto dalam pidatonya di acara CSIS Indonesia dengan menggunakan teori Brown dan Levinson sebagai kerangka analisis. Desain penelitian yang digunakan adalah metode kualitatif deskriptif. Hasil dari penelitian ini mengidentifikasi empat jenis strategi kesantunan: 31 ujaran menggunakan strategi Bald on Record (43,06%), 29 ujaran menggunakan strategi Positive Politeness (40,28%), 6 ujaran menggunakan strategi Negative Politeness (8,33%), dan 6 ujaran menggunakan strategi Off Record (8,33%). Berdasarkan hasil analisis, Bald on Record (43,06%) adalah jenis strategi kesantunan yang paling dominan. Dari temuan ini, dapat disimpulkan bahwa Prabowo Subianto sering mengungkapkan ini menunjukkan bahwa Prabowo cenderung untuk berbicara secara langsung dan tegas tanpa banyak memperhatikan aspek kelembutan atau penyesuaian terhadap pendengar. Pendekatan ini menunjukkan bahwa Prabowo Subianto mungkin memiliki kecenderungan untuk menekankan kejelasan dan keputusan dalam komunikasinya. Dia mungkin lebih suka untuk menyampaikan pesannya secara langsung tanpa banyak "bermain-main" dengan kata-kata atau menyelubungi maksudnya dengan berbagai strategi kesantunan.

**Kata Kunci: Strategi Kesantunan, Prabowo Subianto, Pidato**

### Abstract

*This research is entitled "Analysis Politeness Strategy of Prabowo Subianto Speech on the CSIS Indonesia Event". This research aims to analyze the employment of politeness strategies by Prabowo Subianto in his speech at the CSIS Indonesia event using Brown and Levinson's theory as the analytical framework. The research design used was descriptive qualitative method. The results of this study identified four types of politeness strategies: 31 utterances using Bald on Record strategy (43.06%), 29 utterances using Positive Politeness strategy (40.28%), 6 utterances using Negative Politeness strategy (8.33%), and 6 utterances using Off Record strategy (8.33%). Based on the analysis, Bald on Record (43.06%) is the most dominant type of politeness strategy. From this finding, it can be concluded that Prabowo Subianto often expressed This shows that Prabowo tends to speak directly and firmly without paying much attention to aspects of gentleness or adjustments to the listener. This approach suggests that Prabowo Subianto may have a tendency to emphasize clarity and decision in his communication. He may prefer to deliver his message directly without much "playing around" with words or cloaking his intentions with various politeness strategies.*

**Keywords: Politeness Strategy, Prabowo Subianto, Speech**

## Introduction

Linguistics as a science that studies language consists of various branches which aim to understand the structure, function, and substance of language. Linguistics as a science that studies language consists of various branches which aim to understand the structure, function, and substance of language. In sociolinguistics a language variety, also called a dialect, is a specific form of a Language or language cluster. It is a general term for any distinctive form of a language or linguistic expression (Silalahi, 2023:9). The field to study about human language is the linguistics field. As stated Williams et al., (2013:5) The field to study about human language is the linguistics field. As stated Williams et al., (2013:5), the study of language is conducted within the field of linguistics. The scientific study of human language is called linguistics (Azwan, 2018:4). Researcher can conclude linguistics is a scientific field that studies language structure, function, and substance, focusing on human language. It encompasses various branches and is conducted within the linguistics field. The branch of linguistics can be divided into phonology, semantics, morphology, syntax, and pragmatics.

Pragmatics is a science that examines the connection between language forms and their use (Yule, 1996:16). This indicates a close relationship between these topics and surrounding factors and people. Understanding the context and meaning of other people's words is made easier with pragmatic learning. Furthermore, Yule (as cited in Yuniarti 2014:255), defined pragmatics is the use of language in communication that is relevant to the user's context and circumstances. There are many different facets of pragmatics, including deixis, implicatures, speech acts, and politeness strategy.

Johnson et al., (1988:4 – 9) identified four politeness strategies: positive politeness, negative politeness, bald on record, and off record. Positive politeness aims to satisfy the listener's positive self-image and make them feel valued, while negative politeness uses indirect actions, words of doubt, pessimism, and respect to avoid disrupting the listener's freedom of action and maintain their "negative face." Bald on record involves direct communication without ambiguity. Off-record allows the listener to interpret the message according to their context and knowledge, offering flexibility but requiring strong interpretative skills. Politeness is also used to show cognition of others' faces, as it conveys the impression that people need to be appreciated and free in certain respects. This aspect becomes very relevant in public speeches, such as those presented at CSIS Indonesia events.

This research explores how Prabowo Subianto utilizes politeness strategies, both positive and negative, in delivering his critique of agricultural policies. The aim is to understand how this politeness approach influences public perception of Prabowo. The research also aims to use speech analysis as a tool to design Prabowo's political messages, considering the role of political speeches as reflections of the political dynamics at that time. The study will demonstrate how politeness strategies in political speeches can provide a deeper understanding of political dynamics, both nationally and internationally. Additionally, the research will investigate the effects of tactics that might trigger dissatisfaction in speeches on public responses and views, to determine whether this more controversial approach can garner positive or negative support from the public. The overall objective of this research is to understand the relationship between Prabowo Subianto's political communication and the level of support he receives from society. Furthermore, the research aims to contribute to politeness theory in a political context, particularly by examining Prabowo Subianto's speeches. It is hoped that this research can provide further insight into how politeness theory can be applied in complex political communication situations. By analyzing Prabowo Subianto's speeches, this study is expected to provide a deeper understanding of how politeness theory can be applied to complex political communication situations (Johnson et al., 1988:5).

The relevance of this research to contemporary Indonesian political life is also an important focus. By using Prabowo Subianto as a research subject, we hope to understand more deeply the way leading politicians communicate and build their image in the current political era. With an emphasis on Prabowo's educational background in London, we also want to consider how this might influence politeness strategies in the delivery of his political speeches. It is hoped that the results of this research will provide a deeper understanding of the use of politeness strategies in the current Indonesian political context, as well as help understand the ongoing political dynamics.

## Method

The research design employed in this study is descriptive qualitative research, aligning with the objective of observing and analyzing politeness strategies in teaching and learning contexts. Qualitative research methods, according to Creswell et al. (2014), enable a deep understanding of the research purpose through processes such as data collection, analysis, and interpretation. The study adopted Sugiyono's (2011) research design to identify and analyze politeness strategies, specifically focusing on Prabowo Subianto's speech during the CSIS event. Data were sourced from video recordings of Prabowo's speeches from the CSIS event, accessed via platforms like YouTube. The primary data collection instrument was the "Politeness Strategy Table," while telecommunication media facilitated additional data gathering. Data analysis followed the interactive model proposed by Miles, Huberman, and Saldana (2014), involving data condensation, display, and conclusion drawing/verification. The researcher watched Prabowo's speech, sorted, classified, analyzed, and interpreted the data to identify politeness strategies employed, ultimately concluding the research findings.

## Findings and Discussion

The researcher analyzes the results of research on the politeness strategies used by Prabowo Subianto speech. This chapter is divided into two parts, research findings and discussion. Importantly, the findings are discussed to answer the research question.

### Data

The data in this study was taken from the utterances of Prabowo Subianto in his speech at the CSIS Indonesia event. Brown and Levinson (1987) in the Theory of Politeness Strategies mention four types of Politeness Strategies, namely Bald on Record, Positive Politeness, Negative Politeness, and Off Record. Researchers found 72 utterances by Prabowo Subianto in his speech at the CSIS Indonesia event.

## Research Findings

### 1. Types of Politeness Strategies

Based on analyzing the data, there are four politeness strategies used by Prabowo Subianto speech on the CSIS Indonesia Event. Based on Brown and Levinson (1987) identifies four politeness strategies, including Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The presentation of the data to make them clearer and easier to know their types.

#### 1. Bald on Record

"Bald on record" in politeness theory is a communication approach that is direct and assertive, where the speaker expresses their needs, opinions, or requests without attempting to soften or mitigate the message. This approach emphasizes clarity and efficiency in communication rather than maintaining social harmony or preserving the feelings of others.

##### 1) Non-minimization of the face threat: Strategy 1: Maximum Efficiency

**Context:** The context of the sentence is someone expressing an opinion or suggestion that something is worth considering. In the sentence, the speaker implies that the subject under discussion may have merit or relevance. This statement may be made in a conversation or discussion where the speaker is offering their perspective on a particular topic.

**Utterances:** **I think it can be considered**

The reason the sentence falls into the "Bald on record" category with the "Maximum Efficiency" strategy is that it's a straightforward statement without any attempt to hide or disguise the speaker's intention. The speaker expresses their thoughts or opinions directly and clearly without considering the effect on the listener's face. This demonstrates communication efficiency where the speaker expresses themselves firmly and directly.

##### 2) Non-minimization of the face threat: Strategy 5: Task oriented/paradigmatic form of instruction

**Context:** The context of the sentence is someone emphasizing the critical role of trade for their country's livelihood and economy. In the sentence, the speaker highlights that their nation's sustenance and prosperity heavily depend on trade

activities. This statement may be made in the context of discussing the economic importance of trade or advocating for policies that support international trade relations.

Utterances: **We live on trade.**

The statement "We live on trade" is actually more appropriate for the category "Task oriented/paradigmatic form of instruction," or Strategy 5. In this context, the speaker is providing information directly without minimizing the threat to the listener's face. The statement is more of a factual disclosure or important condition within the conversation. Therefore, the correct strategy is "Task oriented/paradigmatic form of instruction" or Strategy 5.

### 3) FTA-oriented record usage: Strategy 3: Offers

Context: The context of the sentence is someone stating that their country relies on trade for its economic sustenance. In the sentence, the speaker emphasizes that their nation's well-being is closely tied to trade activities. This statement may be made in the context of discussing economic dependencies or advocating for policies that promote trade.

Utterances: **We are dependent on trade.**

The phrase "We are dependent on trade" falls under the Bald on Record type, specifically within the category of FTA-oriented record usage, which could be attributed to Strategy 3: Offers. In this context, the speaker directly states their dependency on trade without making any effort to soften the message or hide their intention. It is an honest and straightforward statement about the existing situation.

### 4) FTA-oriented record usage: Strategy 1: Welcome

Context: The context of the sentence is someone asserting that cultivating strong friendships with other nations will serve as a foundation for their country's foreign policy and ultimately contribute to its defense policy. In the sentence, the speaker emphasizes the importance of building robust diplomatic relationships as a cornerstone of their nation's approach to international affairs. This statement may be made in the context of discussing diplomatic strategies or national security priorities.

Utterances: **This web of strong friendship will actually be our strongest pillar of foreign policy and in the end, also our defense policy.**

Apologies for the oversight. The sentence belongs to the "FTA-oriented record usage" category with the "Welcome" strategy as it emphasizes the significance of the strong friendship network in foreign policy and ultimately in defense policy.

### 5) non-minimization of the face threat: Strategy 6: Power different between S and H (S is higher)

Context: The context of the sentence is someone emphasizing the necessity of peace. In the sentence, the speaker underscores the importance of maintaining peaceful conditions. This statement may be made in various contexts, such as discussions about international relations, conflict resolution, or promoting stability within a community or nation.

Utterances: **We need peace**

The sentence "We need peace" falls under the category of "non-minimization of the face threat" because it emphasizes the need for peace without attempting to minimize the threat to the listener's identity. In this context, the most relevant strategy is:

### 6) non-minimization of the face threat: Strategy 7: Sympathetic advice or warnings

Context: The context of the sentence is someone asserting that a regime, government, or national leadership that fails to fulfill its obligations towards its own citizens lacks the authority to criticize the policies of other countries. In the sentence, the speaker emphasizes the principle of accountability and suggests that effective governance begins with addressing domestic issues before involving

oneself in international affairs. This statement may be made in the context of diplomatic discussions, debates on human rights, or assessments of political leadership.

Utterances: **A regime, a government, a national leadership that cannot take care of its own people does not have any right to comment on the policies of other countries.**

The sentence "A regime, a government, a national leadership that cannot take care of its own people does not have any right to comment on the policies of other countries" aligns with Strategy 7: Sympathetic advice or warnings in the category of "non-minimization of the face threat".

## 2. Positive Politeness

Positive politeness is a politeness strategy that involves expressing friendliness, solidarity, and appreciation towards the addressee. It aims to enhance the positive face of the addressee by showing respect, recognition, and empathy. Positive politeness strategies include using polite forms of address, expressing compliments, offering assistance, and using inclusive language to create a sense of closeness and rapport between the speaker and the listener. Overall, positive politeness seeks to maintain or strengthen social bonds and minimize potential threats to the addressee's positive self-image.

### 1) Affirms or assumes the speaker's knowledge and concern for hearer's wants

Context: Prabowo Subianto's use of the phrase "As a courtesy" indicates that he intends to make a statement or opening gesture in his speech while adhering to norms of politeness or as a sign of respect towards the concerned party. This can help clarify Prabowo's goodwill and respectful attitude towards the audience or relevant parties in that context.

Utterance: **As a courtesy**

By using the phrase, the speaker demonstrates that they care about the listener and appreciate their presence. This indicates that the speaker is aware of what is expected or desired by the listener, thus strengthening the positive relationship between them.

### 2) Ask for consent.

Context: The speaker shows a preference or intention to use the English language for their speech. The speaker communicates this to the audience or organizing committee to ensure that everyone is aware of the language they will be using. This statement explains the language choice for the upcoming presentation, ensuring effective communication and understanding among all involved parties.

Utterance: **I would like to give my talk in English.**

In this context, the speaker directly expresses their desire to give the presentation in English, but by using the phrase "I would like," it indicates that they are seeking consent or consensus from the listeners. Thus, this sentence emphasizes requesting permission or approval from the listeners, which is an aspect of the strategy of asking for consent.

### 3) Pay attention, pay attention to the listener (their interests, desires, needs, things)

Context: The speaker expresses gratitude to CSIS (Centre for Strategic and International Studies) for the great honor bestowed upon them. Prabowo Subianto is delivering a speech at an event organized by CSIS or receiving an award or opportunity to speak before an audience associated with the institution. This sentence demonstrates the speaker's respect and appreciation for CSIS and the significant presence and role of the institution in the context of the event.

Utterance: **First of all, I would like to thank CSIS for the great honor given to me.**

Because it reflects the speaker's effort to pay attention to and understand the interests, desires, and needs of the listener. By giving sufficient attention to the listener, the speaker demonstrates a positive attitude of politeness.

**4) Exaggeration (interest, approval, sympathy for the listener)**

**Context:** The context of the sentence is someone expressing that the speaker has been invited to attend a very famous, important, and prestigious event. In the sentence, the speaker expresses gratitude for the invitation to the event, which may be considered a special and honored opportunity. The phrase "instead adaptation" might refer to the theme or focus of the event related to adaptation or change in a particular context. Additionally, words like "illustrious" and "famous" emphasize the significance of the event within a certain community or environment.

**Utterances:** **I'm being invited here at this very illustrious, famous, and important instead adaptation**

The sentence falls under Positive Politeness utilizing exaggeration because the speaker excessively portrays the significance and importance of the event they've been invited to, aiming to boost the listener's interest and approval.

**5) Assume or assume reciprocity**

**Context:** The context of the sentence is someone expressing their opinion about the length of the coastline of a country. In the sentence, the speaker expresses their belief that the country they are referring to may have the second or third longest coastline in the world. This statement indicates that the speaker is not entirely certain whether the country has the second or third longest coastline, but they consider it as a possibility based on their knowledge or perception. The statement may be made in the context of a discussion about the geography or natural resources of the country.

**Utterances:** **We are, I think, maybe the second or the third longest coastline in the world.**

And it falls under the category of Positive Politeness which demonstrates "Assumes the speaker's knowledge and concern for hearer's wants." In this sentence, the speaker expresses their belief that their country's coastline may be the second or third longest in the world. With the phrases "I think" and "maybe", the speaker indicates that this is their opinion or estimation, not a definite fact. However, the speaker also considers the interests of the listener by presenting information that might be of interest to them. This indicates that the speaker cares about the listener's interests and seeks to convey relevant and engaging information to them.

**6) Involve speakers and listeners in activities**

**Context:** The context of the sentence is someone expressing their intention to make a statement or deliver a message. In the sentence, the speaker states their desire to convey a particular message or sentiment. This statement may be made at the beginning of a speech, presentation, or conversation where the speaker is about to express their thoughts or opinions on a certain topic.

**Utterances:** **So, I would like to say that**

The speaker is actively involving both themselves and the listener in the communication process. This phrase signals the speaker's intention to initiate or continue a conversation, inviting the listener to participate or engage with the forthcoming statement. It acknowledges the listener's presence and indicates a willingness to share information or express thoughts, fostering a collaborative interaction between the speaker and the listener.

**3. Negative Politeness**

Negative politeness in politeness strategy refers to an approach to respecting others by avoiding overly intrusive or disruptive interactions. It involves using strategies that reduce pressure or involvement in social interactions, thereby maintaining a distance between the speaker and the listener. This strategy is often used to avoid conflict or discomfort that may arise from interactions that are too direct or invasive.

**1) Minimize the Imposition**

Context: The context of the sentence is someone stating that their group or nation will not participate in any military alliances. In the sentence, the speaker emphasizes their decision to refrain from joining any collective defense agreements or partnerships. This statement may be made in the context of outlining foreign policy principles, asserting neutrality, or promoting independent diplomatic relations.

Utterances: **We will not be part of any military alliance**

The context of the sentence is someone stating that their group or nation will not participate in any military alliances. In the sentence, the speaker emphasizes their decision to refrain from joining any collective defense agreements or partnerships. This statement may be made in the context of outlining foreign policy principles, asserting neutrality, or promoting independent diplomatic relations.

**2) Minimize the Imposition.**

Context: The context of the sentence is someone acknowledging a historical period during which their country was subjected to colonial rule and imperialism for an extended duration. In the sentence, the speaker emphasizes the long-lasting impact of colonialism and imperialism on their nation. This statement may be made in the context of discussing the country's history, struggles for independence, or the consequences of colonial rule on its society, economy, and culture.

Utterances: **We were under colonialism and imperialism for many, many years.**

The reason is that the sentence uses more general and indirect language to describe an experience that may be sensitive or painful for both the speaker and the listener. By referring to "colonialism and imperialism" as a whole, the speaker reduces the potential for offense or discomfort for the listener. This acknowledges emotional sensitivity and avoids providing too many details that might cause discomfort.

**3) Minimize the Imposition.**

Context: The context of the sentence is someone asserting that there is no animosity or hostility within their group or community. The speaker emphasizes the absence of any ill will or hostility towards others. This statement may be made to emphasize peaceful relations or to express a commitment to resolving conflicts amicably.

Utterances: **We have no enmity**

The reason is that the sentence emphasizes minimizing conflict or tension with others. By stating that "We have no enmity," the speaker seeks to emphasize their willingness to maintain peaceful or neutral relations with others. This avoids direct confrontation or giving the impression that they hold antagonistic attitudes toward others.

**4) Minimize the Imposition.**

Context: The context of the sentence is someone expressing that the conversation or topic being discussed is important and should not be trivialized or treated as casual chit-chat. The speaker emphasizes the significance of the discussion and urges others to take it seriously. This statement may be made to ensure that the seriousness or importance of the topic is recognized and that meaningful discourse ensues.

Utterances: **Therefore, this should not be a small talk.**

The reason is that the sentence conveys its message indirectly by reducing any perceived burden or pressure on the listener. By stating that the conversation "should not be a small talk," the speaker subtly suggests that the topic is important or serious without stating it directly. This helps maintain humility and avoids giving the impression of commanding or imposing views on the listener.

#### 5) Hedge

Context: The context of the sentence is someone addressing the possibility of taking questions from the audience. In the sentence, the speaker states that if there are any questions, they are welcome, but if there are none, it's even better. This statement may be made at the end of a presentation or speech, indicating the speaker's openness to inquiries while also expressing confidence in the clarity or completeness of their presentation.

Utterances: **If there are any, if there are no questions, all the better.**

The reason is that the sentence uses expressions like "if there are any" and "if there are no questions" to alleviate or reduce pressure on the listener. By inserting the clause "if" into the sentence, the speaker introduces the possibility that there may be no questions, thus alleviating any embarrassment or discomfort for listeners who may feel uneasy about asking questions. This helps maintain humility and respects the listeners' freedom to participate without feeling burdened.

#### 6) Hedge

Context: The context of the sentence is someone humorously requesting questions from the audience, but with a preference for simpler questions rather than difficult ones. The speaker acknowledges the possibility of questions and playfully encourages the audience to keep them straightforward. This statement may be made to lighten the mood or to gently discourage overly complex inquiries during a discussion or Q&A session.

Utterances: **But anyway, if you have a question, please give easy questions, not so difficult.**

The reason is that the sentence uses the phrase "please give easy questions, not so difficult" to alleviate pressure or tension for listeners who might feel insecure or intimidated when asking questions. By requesting easy questions, the speaker attempts to relieve the discomfort of the listeners and convey that all questions are welcome. This helps maintain humility and respect for the listeners' feelings without giving the impression of superiority or intimidation.

### 4. Off Record

Off the record is a term used in communication contexts to indicate that what is being said is not intended to be conveyed officially or recorded. This means that the information or statement is considered confidential or unofficial. When someone speaks "off the record," they typically want to share information without the risk of consequences or responsibility for what they say. This can happen in informal conversations, where the speaker wants to share information privately or honestly without influencing the situation or decisions being discussed.

#### 1) Providing Clues

Context: The context of the sentence is someone asserting that their group or nation will not participate in any military alliances. In the sentence, the speaker emphasizes their decision to refrain from joining collective defense agreements or partnerships. This statement may be made in the context of outlining foreign policy principles, asserting neutrality, or promoting independent diplomatic relations.

Utterance: **We will not be part of any military alliance**

This is because while the statement directly asserts that the subject will not participate in any military alliance, it could potentially be a hint or announcement about something that is actually being planned or considered by the speaker, without explicitly revealing future plans or actions.

#### 2) Providing Clues

Context: The speaker is referring to their nation's history of enduring colonial rule and imperial domination for an extended period.

Utterance: **We were under colonialism and imperialism for many, many years.**



The sentence "We were under colonialism and imperialism for many, many years" seems to fit into the category of "Providing Clues". This is because the statement, while straightforward, may hint at underlying feelings or implications related to the effects of colonialism and imperialism on the speaker or their community without explicitly stating them.

**3) Unclear**

Context: Speaker is emphasizing that their country harbors no hostility or ill will towards others. They are asserting a stance of peaceful relations.

Utterances: **We have no enmity.**

This sentence could be considered unclear because it doesn't provide sufficient context to understand the relationship or situation being discussed.

**4) Providing Clues**

Context: The speaker suggests that the topic at hand deserves serious discussion or consideration, rather than being dismissed as mere casual conversation.

Utterances: Therefore, this should not be a small talk.

The sentence provides a clue or indication that the speaker does not consider the conversation as small talk or casual, but rather as serious or important.

**5) Being Sarcastic**

Context: The speaker expresses their preference for a scenario where there are no questions, implying that it would be preferable if there were none, indicating confidence in their presentation or a desire to avoid potential challenges.

Utterances: **If there are any, if there are no questions, all the better.**

The sentence employs a sarcastic tone by stating that it's even better if there are no questions, suggesting that the speaker doesn't expect or want any questions, possibly indicating a desire to avoid disturbance or interruption.

**6) Being Sarcastic**

Context: The speaker humorously requests that any questions posed should be straightforward and not overly challenging. This remark may indicate a light-hearted tone or a desire to encourage audience participation without intimidating them.

Utterances: **But anyway, if you have a question, please give easy questions, not so difficult.**

The sentence employs sarcasm by suggesting that the speaker prefers easy questions over difficult ones, implying that they may not want to answer challenging questions or may find them bothersome.

**The most Dominant Type of Politeness Strategies**

To find the most dominant Prabowo Subianto's contains politeness in Prabowo Subianto's speech on the CSIS Indonesia event. Researcher calculated the percentage of data from each type of politeness strategy. How to calculate the percentage of dominant using the following formula.

$$N = (F(x)/n \times 100\%)$$

More details:

N: Percentage of Types

F: Total types frequency of the sub-category

N: total types of all category

**A. Positive Politeness**

$$N = (F(x)/n \times 100\%$$

$$= 29/72 \times 100\%$$

$$= 40.28 \%$$

**B. Negative Politeness**

$$N = (F(x)/n \times 100\%$$

$$= 6/72 \times 100\%$$

$$= 8.33 \%$$

**C. Bald on Record**

$$N = (F(x)/n \times 100\%$$

$$= 31/72 \times 100\%$$

$$= 43.06 \%$$

#### D. Off Record

$$N = (F(x)/n) \times 100\%$$

$$= 6/72 \times 100\%$$

$$= 8.33 \%$$

This section presents the findings to answer research problem, based on Brown and Levinson (1987) theory In Prabowo Subianto speech which contains politeness strategy on the CSIS Indonesia event, the researcher found several research results.

## Research Result

**Table 1 The percentage of Politeness Strategies**

No	Types of Politeness Strategies	Number	Percentage
<b>Bald on Record</b>			
Non-minimization of the face threat:			
	Strategy 1: Maximum Efficiency	14	19,44%
	Strategy 5: Task oriented/paradigmatic form	6	8,33%
	Strategy 6: Power different between S and H (S is Higher)	1	1,39%
	Strategy 7: Sympathetic advice or warnings	8	11,11%
FTA-oriented record usage			
	Strategy 1: Welcome	1	1,39%
	Strategy 3: Offers	1	1,39%
<b>Positive Politeness</b>			
	a. Pay attention, pay attention to the listener (their interests, desires, needs, things)	1	1,39%
	b. Exaggeration (interest, approval, sympathy for the listener)	1	1,39%
	Ask for consent	1	1,39%
	Affirms or assumes the speaker's knowledge and concern for hearer's wants	22	30,56%
	Be optimistic	1	1,39%
	Involve speakers and listeners in activities	2	2,78%
	Assume or assume reciprocity	1	1,39%
<b>Negative Politeness</b>			
1.	Hedge	2	2,78%
2.	Minimize the Imposition	4	5,56%
<b>Off Record</b>			
1.	Providing Clues	3	4,17%
2.	Unclear	1	1,39%
3.	Being Sarcastic	2	2,78%
<b>Total</b>		<b>72</b>	<b>100%</b>

The dominant politeness strategy identified in Prabowo Subianto's speech on the CSIS Indonesia event is Bald on Record. This assertive approach, characterized by direct and unambiguous communication, emphasizes clarity and efficiency in conveying messages. Prabowo's use of Bald on Record politeness strategy underscores his intent to express his viewpoints and agendas without ambiguity or hesitation. By employing this strategy, Prabowo prioritizes straightforwardness and transparency in his communication style, aiming to convey his messages assertively to the audience. Based on the data analyzed, the most used Politeness Strategies found in "Prabowo Subianto's speech on the CSIS Indonesia event" was Bald on Record is 31 data (43.06 %).

## Discussion

This research aimed to analyze the politeness strategies used in Prabowo Subianto's speech at the CSIS Indonesia event. Out of the 72 analyzed utterances, various types of politeness strategies were identified. Specifically, 31 utterances (43.06%) utilized the Bald on Record strategy, 14 utterances (19.44%) employed Strategy 1: Maximum Efficiency, 6 utterances (8.33%) used Strategy 5: Task-oriented/Paradigmatic form, 1 utterance (1.39%) employed Strategy 6: Power differential between S and H (S is Higher), and 8 utterances (11.11%) utilized Strategy 7: Sympathetic advice or warnings. Additionally, in FTA-oriented record usage, 1 utterance (1.39%) was classified as Strategy 1: Welcome and 1 utterance (1.39%) as Strategy 3: Offers.

Furthermore, 29 utterances (40.28%) employed Positive Politeness, including 1 utterance (1.39%) each for Paying attention to the listener's interests, desires, needs, etc., Exaggeration, and Asking for consent, while 22 utterances (30.56%) affirmed or assumed the speaker's knowledge and concern for the hearer's wants. Moreover, there was 1 utterance (1.39%) expressing Optimism, 2 utterances (2.78%) involving speakers and listeners in activities, and 1 utterance (1.39%) assuming reciprocity.

Negative Politeness was observed in 6 utterances (8.33%), consisting of 2 utterances (2.78%) using Hedging and 4 utterances (5.56%) minimizing the imposition.

Lastly, 6 utterances (8.33%) employed Off Record strategies, including 3 utterances (4.17%) providing clues, 1 utterance (1.39%) being unclear, and 2 utterances (2.78%) being sarcastic. These findings offer insights into the distribution and usage of various politeness strategies in Prabowo Subianto's speech.

## Conclusion

These findings indicate that Prabowo Subianto employed a range of politeness strategies in his speech, reflecting the complexity and nuances of his political communication. The use of the Bald on Record strategy suggests a direct and assertive approach in conveying messages, while the use of Positive Politeness highlights efforts to build positive relationships with the audience through expressions of politeness and kindness.

Though utilized to a lesser extent, the strategies of Negative Politeness and Off Record also play significant roles in understanding how Prabowo manages interpersonal relationships and navigates complex communication situations.

## Acknowledgement

First of all, the researcher is very thankful to Jesus Christ for His abundant blessings, health, and also His unconditional love which has been given to the researcher to finish the thesis entitled "An Analysis of Politeness Strategy of Prabowo Subianto's Speech on the CSIS Indonesia Event". This thesis aimed to fulfill the requirements for the Sarjana Pendidikan (S.Pd) degree in the English Education Study Program at the Faculty of Teacher Training and Education, HKBP Nommensen University Medan.

1. Dr. Christina N Saragi, S.Pd., M.Hum, as the first consultant researcher, researcher would like to express my gratitude for the valuable guidance, support, suggestions, and comments. Her have been a source of inspiration for the researcher in completing this thesis.
2. Nurhayati Sitorus, S.Pd., M. Si, as the researcher's second consultant, researcher would like to express my gratitude for the valuable time, support, suggestions, and comments. Her have been a source of inspiration for the researcher in completing this thesis.
3. Dr. Nenni Triana Sinaga, S.S., M.Pd, as the head of the English education Study Program, Faculty of Teacher Training and Education, HKBP Nommensen University Medan.
4. All lecturers of English Education Study Program, HKBP Nommensen University Medan for teaching and motivation during the author's education.
5. Dr. Mula Sigiro, M.Si., Ph.D., as the decan of the Faculty of English Education, HKBP Nommensen University Medan for his leadership during the process of writing this thesis
6. My beloved parents, Mr. Walter Lingga and Mrs. Ratnawati Sianturi, thank you for your endless love, prayers, and support that you have given throughout this journey. They are the biggest motivators for researcher.

7. The writer's beloved brothers, Sarianto Lingga and Efendi Lingga, and the whole family, the researcher would like to express gratitude for the prayers and moral support you have given to the researcher. Togetherness and love from family are the main capital for researchers in completing this thesis.
8. The writer's classmate. English Department Group B'20, for their love, motivation, and support.
9. Finally, thank you to myself, for being able to try hard and fight so far. Being able to control yourself from various pressures outside the situation and never deciding to give up as difficult as the process of preparing this thesis by completing as well and as much as possible, this is an achievement that should be proud of yourself.

## References

- Afriyanti, Naning, Umi Takhammulil Fadilah, Taufik Taufik, Abdulloh Sattar, and Lestari Budianto. "A Study on Politeness Strategies among Generation X and Y in Islamic Education Classroom." *Jurnal Simki Pedagogia* 6, no. 2 (2023): 398-410.
- Aspinall, E., & Sukmajati, M. (2015). *Politik uang di Indonesia : patronase dan klientelisme pada pemilu legislatif 2014* (Vol. 1).
- Azwan, A. (2018). Politeness Strategies of Refusals To Requests By Ambonese Community. *LINGUA: Journal of Language, Literature and Teaching*, 15(1), 1. <https://doi.org/10.30957/lingua.v15i1.440>
- Benge, L. (2019). For the Love Of: *Mothers Without Their Children*, 43–52. <https://doi.org/10.2307/j.ctvbqs9kd.6>
- Deha, D. (2021). Representasi Ideologi Populisme Dalam Pemberitaan Tempo Co. *Interaksi: Jurnal Ilmu Komunikasi*, 10(2), 150–165. <https://doi.org/10.14710/interaksi.10.2.150-165>
- Donovan, D. (2016). Mental health nursing is stretched to breaking point. *Nursing Standard (Royal College of Nursing (Great Britain) : 1987)*, 30(25), 33. <https://doi.org/10.7748/ns.30.25.33.s40gorys>. (n.d.).
- Hutahaean, D. T., Herman, H., & Girsang, A. F. F. (2021). An Analysis of Politeness Strategies Found in Pesbukers Variety Show. *Wanastra: Jurnal Bahasa Dan Sastra*, 13(1), 39–46. <https://doi.org/10.31294/w.v13i1.9218>
- Johnson, D. M., Yang, A. W., Brown, P., & Levinson, S. C. (1988). Politeness: Some Universals in Language Usage (Studies in Interactional Sociolinguistics 4). *TESOL Quarterly*, 22(4), 660. <https://doi.org/10.2307/3587263>
- Kitamura, & Norito. (2000). Adapting Brown and Levinson ' S ' Politeness ' Theory to the Analysis of Casual Conversation." Proceedings of ALS2k, the 2000 Conference of the Australian Linguistic Society. *Paper Presented at the {ALS2k}, the 2000 Conference of the {Australian} {Linguistic} {Society}*, 1–8.
- Liddle, R. W., Mujani, S., & Irvani, D. (2022). Support for Family Politics and Democracy: Evidence from Indonesia. *Jurnal Ilmu Sosial Indonesia (JISI)*, 3(2), 47–55. <https://doi.org/10.15408/jisi.v3i2.29670>
- Lubisa, I. V., Sinaga, N. T., & Saragi, C. N. (2023). An Analysis of The English Transitivity Process of Prabowo Speech at Forum IISS. *Education Achievement: Journal of Science and Research*, 215-234.
- Maulina, P., & Muttaqin, M. (2020). Citra Politik Prabowo-Sandi Dalam Pemilihan Presiden (Pilpres) 2019 Di Akun Media Sosial Instagram. *Interaksi: Jurnal Ilmu Komunikasi*, 9(1), 40–50. <https://doi.org/10.14710/interaksi.9.1.40-50>
- Prasetyaningrum, A., Asrobi, M., Surayya, S. A., & Fikni, Z. (2022). Grammatical Cohesion in Students' Undergraduate Thesis. *Premise: Journal of English Education*, 11(2), 297. <https://doi.org/10.24127/pj.v11i2.4744>
- Ritonga, A. D. (2020). Mencermati Populisme Prabowo Sebagai Bentuk Gaya Diskursif Saat Kampanye Politik Pada Pemilihan Presiden 2019. *Politeia: Jurnal Ilmu Politik*, 12(1), 1–13. <https://doi.org/10.32734/politeia.v12i1.3170>
- Sari, A. S. P., & Pandiangan, S. R. (2021, March 24). THE APPLICATION OF GUESSING STRATEGY TO IMPROVE STUDENTS' VOCABULARY MASTERY ON ENGLISH PHRASAL VERBS. *Jurnal Suluh Pendidikan*. <https://doi.org/10.36655/jsp.v9i1.524>
- Sari, Y. K. (2016). *An Analysis of Politeness Strategy in Barack Obama's Victory Speech*.

- Silalahi, E., & Silalahi, N. (2023, September 12). *Linguistics Realization Analysis on Slang Word; Social Media Whatsapp*. Journal of English Teaching and Applied Linguistics (JETAL). <https://doi.org/10.36655/jetal.v5i1.1120>
- Sitorus, N. (2019). The Application of Communicative Language Teaching to Improve Students' Ability in Speaking. *Jurnal Studi Guru Dan Pembelajaran*, 2(3), 252-255. <https://doi.org/10.30605/jsgp.2.3.2019.55>
- Supriatna, N., Muhria, L., & Gusmayanti, A. S. (2023). The Politeness Strategies in Directives Speech Acts Found in Daily Conversations among Students. *Jurnal Praktik Baik Pembelajaran Sekolah Dan Pesantren*, 2(01), 11–19. <https://doi.org/10.56741/pbpsp.v2i01.251>
- Verschueren, J. (1985). Review Article. *Journal of Linguistics*, 21(2), 459–470. <https://doi.org/10.1017/S0022226700010367>
- Williams, A. P., Allen, C. D., Macalady, A. K., Griffin, D., Woodhouse, C. A., Meko, D. M., Swetnam, T. W., Rauscher, S. A., Seager, R., Grissino-Mayer, H. D., Dean, J. S., Cook, E. R., Gangodagamage, C., Cai, M., & Mcdowell, N. G. (2013). Temperature as a potent driver of regional forest drought stress and tree mortality. *Nature Climate Change*, 3(3), 292–297. <https://doi.org/10.1038/nclimate1693>
- Yule, G. (1996). *[George\_Yule]\_Pragmatics(BookFi).pdf*. 138.
- Yuniarti, N. (2014). Implikatur Percakapan Dalam Percakapan Humor. *Jurnal Pendidikan Bahasa*, 3(2), 225–240.
- Zakaria, B. N. A., Fakhri, M. N., Saifuddin, S., Imani, A., & Said, H. (2022). Politeness strategies employed in communication with Santri and Ustadz in an Islamic boarding school in Indonesia. *Al-Hijr*, 1(2), 80-87.