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## LANGUAGE POLITENESS STRATEGIES OF LEADER CANDIDATE IN REGIONAL ELECTION GORONTALO PROVINCE

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### ABSTRACT

This study examines how language politeness strategies are used in simultaneous regional election debates in Gorontalo Province. This study used a descriptive qualitative approach to language politeness strategies. Data collection were carried out by observation and direct observation by recording the utterances of regional leader candidates in the simultaneous local election debates in Gorontalo Province. Data were analyzed qualitatively. The results showed that there are three language politeness strategies in the simultaneous Regional Leader election debates in Gorontalo Province, (1) bold on-record strategies, (2) positive politeness, and (3) negative politeness strategy. It is suggested that politicians are able to understand politeness and language behavior in political campaigns.

**KEYWORDS:** strategy, politeness, language, regional leader elections

### INTRODUCTION

The problem of language is very complex, and several aspects cause this. According to Alwi (2003:27), language aspects include foreign languages, native languages, and local languages. Aspects of language use have the quality and skills of a person's speech, as well as the attitude of language users towards the language they use and aspects of language use covering areas of life.

Halliday in Tarigan (2013:6-7) states that language has seven functions. First, the instrumental function serves environmental management to cause certain events. Second, the regulatory function acts to oversee and control certain events to occur. Third, the representational function uses language for making statements, conveying facts, explaining, or reporting. Fourth, the interactional function guarantees and stabilizes the resilience and continuity of communication. Fifth, the private function provides an opportunity for someone to express one's feelings, emotions and personality reactions. Sixth, the heuristic function involves language to gain knowledge and learn the intricacies of

environmental outs. Lastly, the imaginative function is telling fairy tales or conveying imaginative ideas.

Language has the goal of facilitating the process of communication, especially for users of the same language. The language used in communication will be challenged so that people will be hampered and fail to achieve goals when interacting. According to Elaine Chaika in Rahardi (2009:159), language mirrors society. For example, the people of the Gorontalo tribe will not be able to interact with other tribes if in using their language the person uses their local language. In contrast, the people they are invited to communicate with come from other areas and do not understand and know the intent and purpose of their interlocutor. So that the interaction process of the two speech participants who have different ethnicities and cultures experiences obstacles so that the communication goals are not achieved. Therefore, the condition for communication is the existence of language similarities between communication participants.

As stated above, as a social mirror, language has yet to become the main requirement for communication success. In addition to the similarities in the language needed in speaking, there is the Communicative Competence introduced by Dell Hymes (1972:19). According to Hymes, communication competence is an essential aspect of the interaction process because communication competence relates to the context of delivering and interpreting information or interpersonal messages. Savignon (1983:9) states that communication competence depends on the cooperation of all participants involved in communication activities. Furthermore, Michael Canale and Merrill Swain (1990:29) said that communication competence consists of linguistic, discourse, and sociolinguistic competence. Linguistic competence refers to understanding and precisely expressing an utterance's meaning. Discourse competence refers to composing utterances into cohesive and coherent discourse. Lastly, sociolinguistic competence refers to the propriety of utterances.

According to Canale and Swain (in Rokhman, 2013:29), linguistic competence, discourse, and sociolinguistics are also determining factors for communication's success or failure. Inconvenience to be successful in communicating, people must have better knowledge of their language, skills in using language in interaction, and knowledge of the culture that underlies that language (Rokhman, 2013:29).

The three communication competencies described above are related to the other two competencies: the competence to use good language and the competence to use polite language. According to Chaer (2002:55), good use of the Indonesian language is the use of varieties according to function and situation. Meanwhile, according to Sugondo (1999:20-21), good language is by the rules and the case in which it is used. So good language competence is the use of language in the interaction process must follow the context and social values shared by the local community. The use of polite language, according to (Pranowo, 2012:4), is the use of language that does not offend or hurt other people's feelings. According to him, the politeness of a person's language can at least be seen from two things,

namely, the diction and style of language. Someone's ability to choose the right words in interacting is a characteristic of being polite. Politeness in verbal communication can also be seen from several indicators. Pranowo (2012:16) states that politeness indicators are "angon rasa, adu rasa, empan papan, humble, respectful, and tepa salira." Thus, it can be concluded that politeness in a person's language reflects that person's personality. By being polite, a person can maintain dignity and respect others.

Another factor causing the difficulty in using polite language is its relative nature. No. Standard reference can be used as a basis for polite language because politeness in society is different. Polite speech in specific communities is not necessarily polite in other communities or asymmetrical and unbalanced (2009:45).

Given that language politeness is always tied to culture, it is essential to know the language ethics of various community groups, including the language ethics of the people of Gorontalo. Like people in other regions, the people of Gorontalo also have their own culture that regulates their social interactions. The culture of the people of Gorontalo refers to Islamic teachings, which are reflected in the principle of Aadati hulo-hulo'a to sara'a, sara'a hulo-hulo'a to kitabi, "Custom is based on Sara, Sara is based on the Holy Qur'an." This principle is a guideline for the people of Gorontalo in behaving, acting, and speaking in everyday interactions. With this principle, the people of Gorontalo hope that everyone should behave according to existing norms in their daily interactions.

This hope is also in line with the expression whereas grated coconut has rules for using it, while dipper has rules for using it (hiambola dudangata o'ayuwa o bahasa, hiambola popalua o bahasa o ayuwa). That means humans, in terms of behavior and speech, must follow the customs and rules that apply in the community. The values of politeness seem to be disappearing within the Gorontalo people. One of the proofs can be read through the results of Lachmudin's 2019 dissertation research on language politeness in learning at the Islami Senior Highschool Model Gorontalo, which can be used as evidence. This research revealed that in the world of education in Gorontalo, language politeness as the local wisdom of the Gorontalo people is often neglected or not realized.

Ontologically, the politeness of the regional leader candidates in the regional election debates is observed through the utterances of the pair of regional head candidates as debate participants. The interaction of regional head candidates in debates organized by the Regional Election Commission is a realization of language communication tied to the sociocultural context. Politeness in language described through the utterances of the debate participants as regional head candidates are analyzed through the realization of speech, functions, principles, and politeness strategies. Hereafter, the language politeness of each candidate is studied and analyzed comprehensively and integrated with the sociocultural community.

Epistemologically, the study of language politeness for prospective regional leaders in the simultaneous local election debate in Gorontalo in 2018 has its theory, so it is feasible. Language politeness theories that can be used to examine language politeness for prospective regional leaders in the 2018 Gorontalo simultaneous local election debate include the theory of politeness functions, the theory of politeness principles, and the theory of politeness strategies. The study of politeness in the 2018 Gorontalo Pilkada debate was studied through the speech aspect and the response/response aspect of each pair of regional head candidates as debate participants.

In the development of science, especially pragmatics, sociolinguistics, and cultural linguistics. This research is expected to contribute to the organizers of the election at the regional level in the framework of realizing a more humane and embracing debate, as well as giving each other constructive solutions and arguments to create a more orderly and conducive debate atmosphere. For political parties, it can be used as constructive information material to improve self-image and authority, which leads to the electability of parties and prospective leaders through polite language without demeaning and lowering opponents' self-esteem.

This research is focused on the language politeness of regional candidates in the simultaneous local election debates in Gorontalo. The study's sub-focus is the language politeness strategy for prospective regional leaders in the 2018 Regional Election debate in Gorontalo. His research examines the language politeness strategies of prospective regional leaders in the regional election debates in the province of Gorontalo.

This research is expected to make a real contribution theoretically and practically by the scope of the study. The benefits of research are theoretically related to the development of knowledge, especially in adding to existing literature and references to pragmatics, sociolinguistics, and cultural linguistics, especially the theory of linguistic politeness. With this research, a theory of language politeness will be obtained, which can be used to analyze speech in the context of the debate. This research hopes to contribute to filling the gap theories still contain weaknesses when applied in that context.

### **LITERATURE REVIEW**

According to Rahardi (2005), politeness research examines language use in a particular language community. The speech community in question is a community with various backgrounds in social and cultural situations that embodies it. What is studied in politeness research is the intent and function of speech. Fraser (in Rahardi, 2005) states that at least four views can be used to examine politeness issues in speech. Like politeness related to the social-norm perspective, politeness is a conversational maxim, maintaining self-respect, politeness is an action to fulfill, and politeness is seen as a social index. Such social indexes could be found in social reference, honorific, and style (Rahardi, 2005).

According to Chaer (2010), generally, three rules must be obeyed so that our speech sounds polite to listeners. The three rules are a formality, hesitancy, and equality. It can be said that an utterance is called polite if it does not sound arrogant, the utterance gives a choice of action to the interlocutor, and the interlocutor becomes happy. Language politeness is reflected in the communication procedure through verbal signs or language procedures. When communicating, we comply with cultural norms, not just convey our ideas. Language procedures must follow the cultural elements in the community where one lives and uses a language in communication. So, if a person's language procedures do not follow cultural norms, he will get a negative value. For example, being accused of being arrogant, indifferent, selfish, uncivilized, and even uncultured (Kadar, 2011).

Politeness in the language is a matter of showing awareness of the dignity of others in the language (Brown & Levinson, 1978). Several experts describe the view of politeness in pragmatic studies. Among them are Leech, Robin Lakoff, Brown, and Levinson. The politeness principle has several maxims, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The principle of politeness relates to the two conversation participants, oneself and others. Self is a speaker, and others are speech partners (Dewa Putu Wijana, 1996).

First, research on Politician Language Politeness in Talk Shows on Metro TV (Sosiowati, 2013). The research is a dissertation with the subject of discussion of the following problems, the level of politeness of politicians, the characteristics of the verbal units used, the factors behind the violation and observance of politeness, and the ideology implied behind their language behavior. The research data was taken from weekly broadcasts of the talk show "Today's Dialogue" from January-March 2011 on Metro TV, which totaled twelve shows. The twelve shows were selected through purposive sampling, and five were obtained with twelve politicians. Politicians' level of politeness is measured based on the application of maxims, and then they are given the title of very polite, polite, moderately polite, and not polite. The theory used to analyze politeness is a complementary combination of cooperation theory (Grice, 1975) with its maxims, namely the maxim of quality, the maxim of manner, and the maxim of relevance and politeness theory (Leech, 1983).

Moreover, these maxims were used to determine politicians' communication skills, and the ethnographic communication theory from Hymes (1964) was used in connection with the speech situation in Talk Show. It can be concluded that their central ideology is the power supported by the values of people defenders. Politicians, through talk shows on TV media with their maxims, namely the maxim of quality, the maxim of quantity, the maxim of manner, and the maxim of relevance, and the theory of politeness (Leech, 1983) with maxims, namely the maxim of wisdom, the maxim of generosity, the maxim of acceptance, the maxim of humility, the maxim of conformity, and the maxim of sympathy. The ethnographic theory of communication from Hymes (1964) is used to determine politicians' communication skills. The verbal characteristics of politicians produced in this study include proclitic features that emphasize words that were used to emphasize words that attack opponents or self-praising. Second, the elimination of affixation is intended to make speaking time

more effective and efficient so that other speakers also have the opportunity to speak. Third, the word politician refers to power, and lastly, these politicians use a declarative form with a complex structure. Declarative sentences are easier to understand than negative sentences, complex forms that tend to be long and difficult to cut. Thus, the sentence forms that can also be used for violations or politeness applications are imperative, interrogative forms, and active verbs. Based on the results of this study, Indonesian politicians are still categorized as polite politicians, but they are still likely to violate the politeness maxim.

Based on the findings, there is some point to consider. First, the politeness of politicians' language can be measured using ten maxims, a combination of the maxims of cooperation and politeness. This combination is complementary where it is in line with polite communication. However, the measurement of this maxim is considered inappropriate; the level of measurement is only seen from the point of view of the desire to cooperate or to care for the other person's feelings. The ten maxims consist of quality, quantity, relevance, method, wisdom, generosity, acceptance, humility, suitability, and sympathy. Second, long sentences used by politicians are not intended to show politeness, as stated by Wijana & Rohmadi (2009) in their work. They are used to maximize attacks on speech partners and maximize self-praise. Third, they did the impoliteness, not because of the topic of conversation or the party's origin. However, the impoliteness they do is caused by their character and their social background, including their family background. Fourth, Leech (1983) said that politeness violations could be made to protect the feelings of the speech partner. However, politicians in this talk show violate politeness to attack the speech partner or to maximize promotion for themselves.

Furthermore, the new findings regarding the verbal characteristics of politicians are as follows. First, prosodic features, in this case, the emphasis on words, are used by politicians to highlight words that attack the speech partner or praise themselves. Second, the elimination of affixation is intended to shorten speech time so that the delivery of information in a limited time can be done more effectively and efficiently. Third, the choice of words tends to be power-oriented, for example, coalition, party, and people, and related to law. Fourth, politicians tend to use declarative forms with complex structures. Complex sentences tend to be challenging to cut and imply attempts to dominate communication, which violates the maxim of acceptance. Fifth, the most dominant imperative form is the imperative sentence which means an invitation to the speech partner to do something. Sixth, the interrogative form can point out other people's shortcomings. For example, "Has BULOG ever bought grain from farmers?". Active verbs dominate the sentences spoken by politicians. Moreover, the study proves that politeness violations are caused by the desire to maximize the loss to the speech partner (maxim of discretion) and the desire to minimize respect for speech partners (violation of the maxim of acceptance and manner).

Second, research on language politeness in learning at the Gorontalo Model MAN (Lachmudin, 2019). Research in the form of a dissertation to find politeness principles in learning at the Islamic High School Model Gorontalo through the realization of language politeness forms and strategies.

The focus of this research is studied using language politeness theory, namely the theory of cooperative principles (Grice, 1975), politeness principles (Leech, 1983), politeness principles in the Qur'an, and politeness strategy (Levinson, 1987). The methodological approach used in this research is descriptive qualitative, which aims to find and find the meaning behind the facts of the problem. The data collection technique was carried out through the listening method with the basic technique of tapping, namely recording and recording data, and the advanced technique, namely listening without involving experience with the steps of reading data repeatedly, identifying data, coding data, grouping data, analyzing data, interpret the findings, and conclude.

The new findings from this research are the principles of appropriate language politeness in learning at the Islamic High School Model Gorontalo. The principle of politeness is called UNIFOLACE (Universal, Formal, Direct, and Careful). The politeness principles refer to universal principles related to diction in speech. From the data and research findings, universal principles support language politeness. The resulting findings show that the use of pronouns in the form of I, we, us (BI) and they are more polite than specific diction. Second, formal principles are related to dictions and universal principles. The use of formal diction is more polite in learning than informal diction. This study is contrary to Robin Lokof's politeness rules, namely the rules of formality. The formulation of Robin Lokof's formality rules is a speech that does not force the interlocutor. For Lokoff, formal speeches are seen as impolite utterances and depict the arrogance of the speakers. Third, the direct principle relates to the problem of the use of speech, not the use of diction. The direct principle, which is the finding in this study, contradicts Leech's politeness principle, especially the maxim of tact.

Following the formulation of the maxim of tact, a speaker is considered polite if his speech is conveyed indirectly to his interlocutor (Chaer, 2010:56). Meanwhile, according to Dochmi (2019: 279) that in the context of learning, especially in terms of conveying subject matter, direct principles are more polite than indirect principles. The indirect principle is only suitable for use in interpersonal rather than classical speech. Lastly, the careful principle of language politeness in learning at the Islamic High School Model Gorontalo is found through the disclosure of language politeness functions. This precision principle rejects Leech's statement that conflictive functions are contrary to social goals because they are unpleasant. Leech gave an example through speech acts accusing, threatening, swearing, and scolding. From the findings made by researchers that in the learning process, scolding speech cannot be categorized as impolite speech because the speech is carried out carefully and indirectly in the sense that in classical learning, the delivery of learning material should be delivered with direct principles. In contrast, things that do not involve learning are conveyed directly, indirectly, and precisely.

Third, research on Honorific Politeness in Indonesian Language Directives for Educated Families of Makassar-Speaking Communities in Gowa Regency (Syafuddin, 2010). The issues raised in the dissertation include the form of KH in the directive actions and the function of educated families in

the Makassar community in the Gowa Regency. This qualitative research uses a pragmatic theory approach with an ethnographic study communication model to interpret KH as a speech act. The data in this study consisted of two types of data, namely, speech data and field note data. The speech data contains forms, functions, and directive delivery strategies. While the field note data includes descriptive and reflective notes. The first data was obtained through recording techniques using a tape recorder, and the second data was obtained through observation and interview techniques. Research data were analyzed using an interactive analysis model. Data analysis uses this model through four stages: data collection, data reduction, data presentation, and findings and triangulation.

The study shows that conversations, interactions at home, and forms of politeness in educated families in Makassar society appear in imperative, interrogative, and declarative speeches. In this case, the various utterances use honorific alternatives in the form of kinship terms, pronouns, and proper names. The KH form is used to express various directive act functions following the social norms they already have and are oriented towards different politeness according to the dynamics of changes in atmosphere and communication when interactions occur. The use of the KH form in the directive speech acts of educated families in the Makassar community reflects the use of Indonesian based on the sociocultural norms prevailing in educated families in Makassar society in the Gowa Regency. Syarifuddin concluded that educated families have a high honorific function used to establish social relations according to sociocultural norms. Second, theirs have the function of honorific politeness in various directive actions expressed in various modes of speech by using separate honorifics by their sociocultural norms. Third, they have a strategy of honorific politeness in directive actions.

## **RESEARCH METHODOLOGY**

### **Approaches, Types, and Research Procedures**

This study used a qualitative-descriptive approach because this research examines social phenomena, including the use of language. The results of this study are presented descriptively because according to Anselm & Juliet (2003:12), Basrowi (2002), and Berg (2001). Qualitative research is researching whose findings are not obtained through statistical procedures or calculations. In line with the conventional approach, the method used in this study is a qualitative-descriptive approach. The descriptive method is a research method that aims to describe the data as it is. According to Djajasudarma's (2006:16-17) opinion, the data is described according to its original characteristics and arranged in linguistic writing in qualitative research with descriptive methods. The descriptive-qualitative approach in this research is because this research aims to find facts related to language politeness. The facts referred to are presented in a descriptive form using written verbal language and adjusted to the variety of scientific language determined based on research guidelines. This type of research is qualitative (Sukmadinata, 2013; Moleong, 2011). Qualitative data on language politeness of prospective regional leaders.



Based on the approach and type of research above, the research procedure is generally divided into three stages: the research preparation stage by conducting preliminary studies, consultations and proposals, proposal seminars, and arranging research permits. The research implementation stage involves data collection, analysis, reporting, and consultation on research results. The post-research stage is carried out by preparing a dissertation and consulting on dissertation improvements, dissertation feasibility results seminars, closed dissertation examinations, and doctoral promotion examinations.

### **Data Sources**

The data collected in this study is divided into two types of data, namely primary data and secondary data. The primary data in this study are in the form of words, sentences, or expressions, which will then be studied through three approaches: politeness realization, politeness functions, and politeness principles and strategies. As for the secondary data, the condition or situation of the debate took place, both the implementation of the debate on the General Election for the Mayor of Gorontalo City and the Pilkada of North Gorontalo Regency as reading material relevant to this research.

### **Data Collection**

According to Djaman Satori and Aan Komariah (2011:129), data collection techniques in scientific research are a series of systematic procedures to obtain the necessary data. In this study, the data collected included primary data and secondary data. In collecting primary data, the researcher used the listening method with the basic technique of tapping, namely recording all debate activities between pairs of regional head candidates both held in North Gorontalo Regency and Gorontalo City. According to Mahsun (2012:92) and Ridwan (2010), The listening method with the listening technique without involvement is capable of being used to tap the use of language by prospective regional leaders in the debate room when interacting during the debate activities of the regional head. Deputy regional head candidates are taking place and guided by a moderator appointed by the election organizers of the regional election commission.

Secondary data in this study were collected using documentation techniques. Documentation techniques are used to record relevant data for analysis based on the formulation of the problem, including the realization of politeness functions, politeness principles, and politeness strategies. Data collection procedures are the steps taken in collecting research data. The data collection procedure is closely related to the method that has been chosen, namely through the listening method with tapping techniques. In this study, the methods used to collect data were playing audiovisual recordings, listening to audiovisual recordings, and data transcription.

### **Analysis Techniques**

Data analysis techniques are ways to process data collected through the data collection stage. Mahsun (2007:253) states that data analysis is an effort to identify, classify or classify data. This classification must be determined based on what will be the research objectives. The steps taken in processing the

data are reading the data, coding the data, classifying the data, analyzing the data, and concluding the results. At this stage, the data transcribed into writing is read repeatedly to find the object to be analyzed, namely language politeness.

## **RESEARCH FINDINGS AND DISCUSSION**

### **Research Findings**

This section discusses the researchers' findings in answering research problems under previous data analysis. The findings are related to the first, the realization of language politeness functions—the second, the politeness principles; and the third, politeness strategies. The findings of the research above are described as follows.

### **Language Politeness Strategies in the Simultaneous Regional Leader Election Debate in Gorontalo**

Based on the research data presented in the previous section, it was found that the language politeness strategy in the 2018 Gorontalo regional head election debate was realized through three strategies: bald on-record strategies, positive politeness, and negative politeness. As for the positive politeness strategies of the fifteen strategies offered by Brown & Levinson (Chaer,2010:53), only ten strategies were found in the utterances of regional head candidates at the regional election debates held by the Gorontalo KPUD. The ten positive politeness strategies are as follows.

- a) Pay attention to everything in demand, desired, and liked by the interlocutor.
- b) They increase attention, approval, and sympathy for the interlocutor.
- c) It intensifies the speaker's attention by dramatizing events and facts.
- d) They use forms of group identity (such as an address, dialect, jargon, or slang).
- e) They are using jokes.
- f) They are expressing understanding or understanding of the interlocutor's wishes.
- g) They are making an offer or promise.
- h) They are showing optimism.
- i) Involve the speaker and the interlocutor in the activity.
- j) Give (gifts, praise, and sympathy) to the interlocutor.

From the discussion of positive politeness strategies, there is one utterance in two different sub-strategy coverage. In other words, one utterance can be categorized into the sub-strategy of increasing attention, approval, and sympathy for the interlocutor and the sub-strategy of intensifying the speaker's attention by dramatizing events and facts. The speech is as follows.

*The invasion of these modern outlets is quite powerful as far as I know. The permit was only about fifteen. Currently, there are sixty-two for the City of Gorontalo. That is the problem, meaning that many small traders are affected. There is no need to go far; many MSMEs have closed in my neighborhood.*

*As far as I know, there are only one or a few permits. Now Alfamart and Indomaret have mushroomed in Gorontalo City. Well, this is the problem meaning that many of these small traders are affected.*

The utterances mentioned above are questions submitted by the candidate for deputy Mayor number one to the candidate for Mayor number two and responses to the answers submitted by the candidate for deputy Mayor number two. The speech mentioned above is included in the scope of the sub-strategy of increasing attention, approval, and sympathy to interlocutors. Sub-strategies intensify the speaker's attention by dramatizing events and facts. It means that the utterances mentioned above, apart from being included in the sub-strategy category of increasing attention, approval, and sympathy for the interlocutor, are also included in the sub-strategy category of intensifying the speaker's attention by dramatizing events and facts. That shows the two sub-strategies referred to have similarities and attractions caused by the classification of the two positive politeness sub-strategies in the analysis that are the same and do not have the characteristics of perfect differences.

In this statement, the speaker has indicated that he has fulfilled the sub-strategy category of increasing attention, approval, and sympathy for the interlocutor, also included in the sub-category of intensifying the speaker's attention by dramatizing events and facts. By showing concern for the invasion of modern outlets that can kill MSME businesses, the speaker has shown concern and sympathy for the audience as small entrepreneurs. While the statement regarding "the invasion of modern outlets was quite devastating, which impacted many MSMEs which closed" was also categorized as a sub-strategy of intensifying the speaker's attention by dramatizing events and facts. The quote regarding the statement regarding the invasion of modern outlets, which was quite devastating and had an impact on many MSMEs which closed, was also a form of the speaker's concern for the speech partner, in this case, the audience as MSME entrepreneurs.

The result shows a similarity in meaning and application of the sub maxims of politeness, paying attention to everything in demand, desired, and liked by the interlocutor. They enlarge attention, approval, and sympathy for the interlocutor and intensify the speaker's attention by dramatizing events and facts. Expressing understanding of the wishes of the interlocutor so that the sub-maxims referred to can be combined into one sub-maxim, namely increasing attention and sympathy for the speaker by

dramatizing events and facts. The positive politeness strategy with fifteen sub-maxims can be streamlined into twelve sub-maxims by combining the four sub-maxims.

## DISCUSSION

As is the nature of research activities, it is generally carried out to answer existing problems. The research on politeness in the language of regional head candidates in the 2018 simultaneous regional election debates is focused on answering the Politeness Strategy for regional head candidates in Gorontalo's simultaneous regional head election debates. The problem formulation includes the functions, principles, and language politeness strategies in the 2018 Gorontalo simultaneous local election debate. The researcher uses Grice's cooperative principle theory and Leech's politeness principle to analyze the first and second problem formulations as intended. As for analyzing and finding answers to the formulation of the problem, the three theories used are the Brown and Levinson politeness strategies.

### **Language Politeness Strategies in the Simultaneous Regional Leader Election Debate in Gorontalo 2018**

The language politeness strategy debate was realized through 3 strategies, including bald on-record strategies, positive politeness, and negative politeness. As for the positive politeness strategies of the fifteen strategies offered by Brown & Levinson (Chaer,2010:53), only ten strategies were found in the speeches of regional head candidates at the regional election debates held by the Gorontalo KPUD. The ten positive politeness strategies are as follows:

- a) Pay attention to everything in demand, desired, and liked by the interlocutor.
- b) They increase attention, approval, and sympathy for the interlocutor.
- c) It intensifies the speaker's attention by dramatizing events and facts.
- d) Using forms of group identity (such as an address, dialect, jargon, or slang).
- e) Using jokes.
- f) Expressing understanding or understanding of the interlocutor's wishes.
- g) Making an offer or promise.
- h) Showing optimism.
- i) Involving speakers and interlocutors in activities.
- j) Giving (gifts, praise, sympathy) to the interlocutor.

From the discussion results on positive politeness strategies, there is one utterance in two different sub-strategy coverage. In other words, one utterance can be categorized into the sub-strategy of increasing attention, approval, and sympathy for the interlocutor and the sub-strategy of intensifying the speaker's attention by dramatizing events and facts. The speech is as follows.

*The rush of modern outlets is quite powerful. As far as I know, there are only about fifteen permits, and currently, there are sixty-two for the City of Gorontalo. That is the problem, and many small*

*traders are affected. You can o as far as. In our neighborhood, there are already many MSMEs that have closed.*

*As far as I know, there are only one or a few permits. Now Alfamart and Indomaret have mushroomed in Gorontalo City. That is the problem, meaning many of these small traders are affected.*

The utterances above are questions submitted by the candidate for deputy mayor number one to the candidate for mayor number two as well as responding to the answers submitted by the candidate for deputy mayor number two. The utterances mentioned above are included in the scope of the sub-strategy of increasing attention, approval, and sympathy for the interlocutor and the sub-strategy of intensifying the speaker's attention by dramatizing events and facts. It means that besides being included in the sub-strategy category of increasing attention, approval, and sympathy for the interlocutor, it is also included in the sub-strategy category of intensifying the speaker's attention by dramatizing events and facts. That shows the two sub-strategies referred to have similarities and attractions due to the classification of the two positive politeness sub-strategies in the analysis being the same and not having perfectly different characteristics.

As in the speech above, the speaker stated that “the invasion of modern outlets is quite devastating as far as I know. This is the problem, meaning that many small traders have been affected, one of which is that many MSMEs have closed”. With this statement, the speaker has indicated that he has fulfilled the sub-strategy category of increasing attention, approval, and sympathy for the interlocutor, also included in the sub-category of intensifying the speaker's attention by dramatizing events and facts. By showing concern for the invasion of modern outlets that can kill MSME businesses, the speaker has shown concern and sympathy for the audience as small entrepreneurs. While the statement regarding the invasion of modern outlets was quite devastating, which impacted many MSMEs which closed, this was also categorized as a sub-strategy of intensifying the speaker's attention by dramatizing events and facts. The quote regarding the statement regarding the invasion of modern outlets, which was quite devastating and had an impact on many MSMEs which closed, was also a form of the speaker's concern for the speech partner, in this case, the audience as MSME entrepreneurs. Based on these findings, there is a similarity in the meaning and application of the politeness sub-maxim. Paying attention to everything in demand, desired, and liked by the interlocutor—enlarging attention, approval, and sympathy for the interlocutor and intensifying the speaker's attention by dramatizing events and facts. Expressing opinions that wish by the interlocutor so that the sub-maxims referred to can be combined into one sub-maxim, namely increasing attention and sympathy for the speaker by dramatizing events and facts. The positive politeness strategy with fifteen sub-maxims can be streamlined into twelve sub-maxims by combining the four sub-maxims.

## CONCLUSION

The following conclusions are obtained based on the results of the research and discussion of the findings that have been made regarding language politeness in the simultaneous local election debates in Gorontalo. Based on the presentation of the research data in the previous section, it was found that

the language politeness strategy in the election was realized through bald on-record strategies, positive politeness strategy, and negative politeness. Based on the research results, four positive politeness sub-strategies in the context of the debate are simplified into one positive politeness sub-strategy, namely increasing the attention, sympathy, and desires of the interlocutor by dramatizing events and facts. Integrating the four sub-maxims, the positive politeness strategies relevant to the debate become six positive politeness strategies.

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