

INFRASTRUCTURE DEVELOPMENT: POLITENESS STRATEGY IN THE SPEECH OF THE INDONESIAN PRESIDENT, JOKOWI

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ABSTRACT

Pragmatism is an important factor to take into consideration when developing political speech because the main goal of political speech is to communicate with the public and foster trust. 1) Identify the constructive and destructive forms of politeness employed in President Jokowi's statements. 2) To determine how frequently President Jokowi used positive and negative strategies in his speech. In this study, a qualitative research design was used. Using document analysis, it is possible to pinpoint the diplomatic techniques Jokowi employed during his speeches. According to the analysis, more positive politeness strategies (96,9%) than negative politeness strategies (3,1%) are used. The analysis showed that the most popular positive politeness tactics were to show greater interest in the recipient and to use in-group identity markers. The speaker only employed one impolite tactic, which was to show deference. To gain the trust of Indonesians, Jokowi primarily employs positive politeness techniques.

Keywords: politeness strategy, speech, pragmatics, Jokowi

ABSTRAK

Pragmatisme merupakan faktor penting untuk dipertimbangkan ketika mengembangkan pidato politik karena tujuan utama dari pidato politik adalah untuk berkomunikasi dengan publik dan menumbuhkan kepercayaan. 1) Mengidentifikasi bentuk kesantunan konstruktif dan destruktif yang digunakan dalam pernyataan Presiden Jokowi. 2) Untuk mengetahui seberapa sering Presiden Jokowi menggunakan strategi positif dan negatif dalam pidatonya. Dalam penelitian ini, desain penelitian kualitatif digunakan. Dengan menggunakan analisis dokumen, dimungkinkan untuk menentukan dengan tepat teknik diplomasi yang digunakan Jokowi selama pidatonya. Menurut analisis, lebih banyak strategi kesantunan positif (96,9%) daripada strategi kesantunan negatif (3,1%). Analisis menunjukkan bahwa taktik kesantunan positif yang paling populer adalah menunjukkan minat yang lebih besar pada penerima dan menggunakan penanda identitas dalam kelompok. Pembicara hanya menggunakan satu taktik yang tidak sopan, yaitu menunjukkan rasa hormat. Untuk mendapatkan kepercayaan masyarakat Indonesia, Jokowi terutama menggunakan teknik kesantunan positif.

Kata kunci: strategi kesantunan, tuturan, pragmatik, Jokowi

A. INTRODUCTION

Two terms as president of the State of Indonesia were awarded to President Jokowi. As soon as he was elected president, Jokowi expressed interest in the Trisakti concept of Indonesia's first president, Ir. Soekarno. This concept was later expanded by Jokowi as a unique strategy, and it included sovereignty in the political sphere with 12 main programmes, economic self-sufficiency with 16 main programmes, and cultural individuality with 3 main programmes (Hastangka, 2021). Nine (nine) main programmes, or Nawacita, are prioritised as tools for operational tactical steps for a path of change towards a greater Indonesia in the subsequent planning process while also taking into account the current context. Economic equality for infrastructure development as a development dialectic is the central tenet of Nawacita (Saragih, 2020). Additionally, this is consistent with political development since the Old Order, New Order, and Reformation Order. As a process of equitable development of the centre and regions that is Indonesia-centric both physically and mentally, President Jokowi appears to believe that economic independence can be attained through the development of infrastructure as a link between islands in the regions, while on cultural personality: Restore our fundamental philosophy, or Pancasila, as a guide for nation-building and character development (Soleman & Noer, 2017).

President Jokowi places a lot of emphasis on infrastructure development for a number of reasons, not the least of which is that it serves as the main pillar on which Indonesia's national competitiveness is based. The Indonesian government is still working to improve its competitiveness right now (Salim & Negara, 2019). Second, the involvement of human labour in the development process is unquestionably necessary as the main factor promoting development. Third, infrastructure development creates new access or makes existing access easier to reach, creating jobs for the community as a result of widespread and evenly distributed infrastructure development throughout the archipelago. An area's economic activity may later rise as a result of this accessibility (Angelina & Wahyuni, 2021). It presents unique connectivity issues because it is an archipelagic nation made up of roughly 17,000 islands. Fourth, as infrastructure is built to link Indonesia's regions, the country's logistics system will get better and better. The government is required to provide infrastructure to the public, according to President Jokowi, who defines it as a public service. The sixth is that creating infrastructure entails creating civilization. According to President Jokowi, the presence of a new infrastructure that has never existed in a region is attempting to introduce or confirm a number of new cultures. The seventh is that creating infrastructure entails achieving social justice for all Indonesians. In his speech to the United Archipelago Volunteers, Jokowi explained how infrastructure inequality between Indonesia's other islands has grown significantly as a result of past infrastructure development being focused solely on the island of Java (Ministry of State Secretariat, 2019). President Jokowi mentioned

several qualities of a good candidate who is responsible for his people in his remarks to the United Archipelago Volunteers, in addition to discussing the development of infrastructure in Indonesia during his term of office. Its success in advancing Indonesia through the various programmes it runs enables Indonesia to compete on an equal footing with the world's major nations. Jokowi concluded by stating that the progress of the Unitary State of the Republic of Indonesia urgently required the continuation of the vision and mission in order for Indonesia to stay on the right track. Pragmatism is an important factor to take into consideration when developing political speech because the main goal of political speech is to communicate with the public and foster trust. The study of pragmatics examines how a speaker's written or spoken words are articulated and how the recipient interprets them. Given that speeches are a potent tool for increasing the credibility of political leaders, the importance of well-written speeches has received considerable attention.

Wahyuningsih (2018) looks at Jokowi, the president of the Republic of Indonesia, and his use of pronouns in speeches to demonstrate the significance of pragmatics in political speech. The results show that Trump's use of the "I" and "me" pronouns is a great tactic for engaging the audience. According to Wahyuningsih (2018), this tactic helps to raise approval ratings. Scholarly interest in political figures' use of politeness techniques has increased recently. This is explained by the fact that understanding politeness techniques makes it easier to understand both what is explicitly said and what is implied (Kuzhevskaya, 2019). Jokowi's use of diplomatic techniques during the debate on Capitol Hill on January 21, 2017, is examined by Megah and Soframi (2020). Despite the fact that Jokowi presents a popular and composed exterior, their research revealed that the former US President employs more positive than negative strategy words. They claim that Donald Trump only employs threats in his debate speeches as a form of impoliteness. Sibarani and Marlina (2018) also focused on the politeness techniques Donald Trump employed during the Republican Party debate and found that more than 55% of them were intended to foster unity among the candidates. The study did not identify Donald Trump's etiquette techniques, though. Kusuma's (2014) findings Also take note of the fact that Barack Obama, the former US president, showed positive politeness techniques in his speech at the 2012 Democratic National Convention because he cared about a crowd that required admiration and empathy. The following two goals are the focus of this study: 1) Recognise the diplomatic techniques President Jokowi employed, both positive and negative. 2) To track the occurrence of President Jokowi's speech's positive and negative strategies.

B. REVIEW OF LITERATURE

1. Politeness Theory

Initiated by Goffman in the 1960s, the theory of politeness has since been expanded upon and developed by numerous academics. The concept of face, which is used to describe a self-image that a person tries to protect, is the core of this theory (Abdurahman & Manaf, 2019; Alavidze, 2018; Brown & Levinson, 1987; Maros & Rosli, 2017). The cooperative

principles developed by Grice (1975), one of the earliest frameworks to explain politeness strategies, can also be linked to the theory of politeness. Many academics have given the theory of politeness significant attention, and it is regarded as the leading pragmatics theory. This framework offered the four conversational maxims of quantity, quality, relationship, and manner. According to Leech (1983), politeness is a way of acting that fosters and upholds harmonious interaction. Leech (1983) also created the politeness principle based on Grice's, which includes tact, generosity, modesty, approval, sympathy, and agreement. In terms of linguistic politeness, the writings of Grice (1975), Leech (1983), and Brown and Levinson (1987) are regarded as foundational. According to Kuzhevskaya (2019), being polite promotes good relationships and averts potential conflicts. According to Brown and Levinson (1987), politeness techniques are created to preserve the hearer's face, which can be divided into two categories: positive face and negative face. A person's desire for himself, his possessions, and what he thinks is right in the eyes of others are all examples of having a positive face. The desire to be free from various obligations or to be allowed to do whatever one wants is represented by a negative face. Face-threatening acts, which are based on the "face" concept, were another point made by Brown and Levinson. According to a face-to-face risk evaluation, a speaker must use specific strategies to reduce the threat in order to avoid FTAs. A "redressive action," also known as a measure taken to "give face" to the recipient in order to balance the anticipated face damage of the FTA, is necessary for both positive and negative politeness strategies (Culpeper, 2011).

Numerous studies in pragmatics and sociolinguistics have been conducted in relation to politeness strategies. Jokowi was very careful in how he delivered his speech to Indonesian citizens, according to Susanti, R., et al.'s (2018) analysis of the #JOKOWIMENJAWAB vlog. This is done in an effort to avoid answering mistakes and to foresee the emergence of miscommunications between coworkers that lead to conflict, confusion, and discord. Prabowo Subianto made frequent use of positive politeness techniques throughout his campaign for president of Indonesia, according to Prasetyo (2019), who also noted that he did so in his victory speech. This study shows that engaging speakers and listeners in activities is the most widely used and effective tactic to win over an audience. Alavidze (2018) discovered that negative politeness strategies are also common in political discourse, contrary to Prasetyo (2019), as evidenced by former US President Donald Trump. In addition to using specific negative politeness strategies (involving speakers and listeners in activities; offering goods to listeners), the former president prefers to be blunt by giving direct factual statements (nominalization). After doing so, he then incorporates positive strategies (involving speakers and listeners in activities; offering goods to listeners) by proposing solutions to the statement, increasing the credibility of his leadership (Alavidze, 2018). According to the studies mentioned collectively, politeness techniques play a significant role in influencing the speaker's credibility and self-image. To achieve its goals, this study makes use of the politeness strategies proposed by Brown and Levinson (1987), including bald-on politeness, positive politeness, negative politeness, and off-record politeness. Although their framework has come under fire for failing to take cultural differences into account when discussing the idea of saving face (Tao, 2017), it is acknowledged as reliable and pertinent on a global scale (Najeeb et al., 2012). To use both positive and negative politeness techniques, this study will analyse the text of President Jokowi's speech before the United Archipelago Volunteers.

2. *Positive Politeness Strategies*

Positive politeness is the redress given to the addressee's positive face, which is his ongoing desire to have his wants (or the actions, acquisitions, or values that result from them) regarded as desirable. Redress involves communicating that one's own desires (or some of them) are, in some ways, similar to the addressee's desires (Brown & Levinson, 1987). This partially satisfies the desire. By treating the receiver as a fellow in-group member, positive politeness techniques are used to preserve the hearer's good face. This technique ensures that the FTA is not interpreted as a disapproving assessment of the receiver's face (Bengsch, 2010). By forging closeness, friendship, and a shared interest, a positive face is preserved. Maros and Rosli's (2017) list of positive politeness tactics includes phrases like "we are not feeling well" and "Hey Bud, do you have a minute?" as well as the use of the inclusive form "we" to show familiarity. Table 1 shows the common face-saving substrategies that are used.

Table 1: Positive Politeness Strategies

Strategies	
1	Notice and attend to the receiver's request/need/interest
2	Use of exaggeration (gain approval, show sympathy) to receiver
3	Intensify interest to receiver
4	Utilise in-group identity markers
5	Seek agreement
6	Avoid disagreement
7	Establish disagreement
8	Use jokes or humour
9	Assert speaker's knowledge and concern for receivers' needs
10	Make offers or promises
11	Be optimistic
12	Include both speaker and receiver
13	Provide or inquire for reasons
14	Assume or assert reciprocity
15	Offer presents to the receiver (sympathy, understanding, cooperation, goods)

Source : Maros and Rosli (2017)

3. *Negative Politeness Strategies*

The redressive action addressed to the addressee's negative face—his desire to have his freedom of action and attention unhindered—is referred to as negative politeness. Positive politeness is the foundation of "familiar" and "joking" behaviour, just as it is the core of respect behaviour (Brown & Levinson, 1987). In order to establish negative politeness strategies, one must keep their negative face away from that of the listener. In their study on the impact of negative politeness strategies on learning processes, Abdurahman and Manaf (2019) found that these strategies were used to lighten the load on the recipient. These techniques frequently help the speaker feel like they are imposing themselves on the listener and help them appear humble. Maros and Rosli (2017) provide examples such as "I'm sorry

to bother you, but..." and "Can I have a moment of your time?" According to Maros and Rosli, apologising is a very common negative politeness tactic because it prevents the recipient from feeling as though they are being forced by the speaker. The substrategies that lean towards the receiver's negative face are shown in Table 2.

Table 2: Negative Politeness Strategies

Strategies	
1	Be conventionally indirect
2	Questions and hedge
3	Be pessimistic
4	Minimise imposition
5	Give deference
6	Apologise
7	Impersonalise speaker and receiver
8	State the FTA as a general rule
9	Nominalise
10	Go on record as incurring debt or as not indebting receiver

Source : Maros and Rosli (2017)

C. METHOD

This study examines the text of the speech President Jokowi gave on November 26, 2022, to the United Archipelago Volunteers. The speech text's Indonesian translation was taken from the Liputan 6 YouTube channel. The speech was then converted into English by the author. Speech texts are translated using the advanced translation methodology (Sousa & Rojjanasrirat, 2011). A linguist then reviews the translated text to assess the English speech text's content validity (Chai et al., 2020). The information for the English and Indonesian versions of the speech text is shown in Table 3.

Table 3: Speech Details

Speech Text Language	Number of Sentences	Number of Words
Indonesia (Source Text)	38	2019
English (Translated Text)	38	1953

In this study, a qualitative research design was used. Using document analysis, it is possible to pinpoint the diplomatic techniques Jokowi employed during his speeches. According to Bowen (2009), document analysis is the methodical process of reading and evaluating printed and online sources. Because it is an effective way to create meaning, deepen understanding, and build empirical knowledge, document analysis is thought to be appropriate for current inquiries (Corbin & Strauss, 2008). To produce a thorough analysis

using this technique, a document must be judged objectively and sensitively (Bowen, 2009). Based on the politeness framework created by Brown and Levinson (1963), each phrase in the speech text is examined to find examples of both good and bad politeness strategies. Out of the 38 sentences in the text, 30 were taken out for additional analysis of positive politeness strategies, and one was taken out for additional analysis of negative politeness strategies. To make sure the analysis's justification was sound, the analyses were cross-checked. To achieve the second research goal, the frequency and percentage of each politeness strategy are also calculated.

D. FINDINGS AND DISCUSSION

1. Research Objective 1

Finding the positive and negative politeness tactics employed in the text of President Jokowi's speech was the study's first research goal. President Jokowi employs both positive and negative politeness strategies, which are shown in Tables 4 and 5, respectively.

Table 4: Analysis of Positive Politeness Strategie

Strategy	Source Text (Indonesia)	Translated Text (English)	Explanation
Notice and attend to receiver's request/need/interest	<i>kita juga telah membangun bendungan-bendungan plus irigasinya, sampai akhir tahun ini 308 Bendungan besar yang kita bangun ini untuk siapa? untuk para petani di desa-desa kita 74.800 desa yang kita miliki</i>	we have also built dams plus irrigation, until the end of this year 308 Who are we building this big dam for? for the farmers in our villages we have 74,800 villages	in this sentences the president notice to the reciever's need, and sometimes he used some phrase, like
	<i>kalaupun titik titik pertumbuhan ekonomi baru ini semakin banyak di wilayah-wilayah di luar Jawa maka lapangan kerja akan terbuka sebanyak-banyaknya, setuju? karena problem besar kita adalah lapangan kerja</i>	if these new economic growth points are more and more in areas outside Java, as many jobs will be opened, we agree because our big problem is employment.	“leaders who know”, “they must realize”, “I know”.
	<i>nanti di 2024, pilih pemimpin yang ngerti tentang apa yang dirasakan oleh rakyat. Setuju? juga pilih pemimpin, pilih pemimpin yang tahu, yang tahu apa yang diinginkan oleh rakyat, apa yang dibutuhkan oleh rakyat.</i>	later in 2024, elect a leader who understands what the people feel. Agree? also elect leaders, elect leaders who know, who know what the people want, what the people need. Agree? don't let it be, don't let it be, don't let us	

	<p><i>Setuju? jangan jangan sampai, jangan sampai jangan sampai, jangan sampai kita memilih pemimpin yang nanti hanya senangnya duduk di istana yang ac-nya dingin</i></p>	<p>choose a leader who will just be happy to sit in a palace where the air conditioner is cold</p>	
	<p><i>memimpin Indonesia itu harus menyadari, harus menyadari mengenai keberagaman Indonesia karena kita ini macam-macam, karena kita ini beragam, karena kita ini berbeda-beda semuanya suku kita memiliki 714 suku yang berbeda-beda, bahasa daerah kita memiliki lebih dari 1300 bahasa daerah yang berbeda-beda, agama kita juga berbeda-beda. Oleh sebab itu pemimpin itu sekali harus menyadari mengenai keberagaman Indonesia</i></p>	<p>They must realize that they have to be aware of Indonesia's diversity because we are all different. All of our tribes have 714 tribes with different regional languages; we have more than 1,000 regional languages; and our religions are also different. Therefore, leaders must be aware of Indonesia's diversity.</p>	
	<p><i>saya tahu semua yang kita cita-citakan belum semuanya tercapai. Oleh karena itu sekali lagi keberlanjutan itu sangat penting, sekali kesamaan visi dan misi kedepan itu sangat penting, sekali yang sudah on the right track, yang sudah di Jalur yang benar harus diteruskan harus dilanjutkan setuju</i></p>	<p>I know everything we aspire to has not been achieved. As a result, once again, sustainability is critical, as is a shared vision and mission for the future. Those who are already on the right track must be maintained.</p>	
<p>Use the exaggeration (gain approval, show sympathy) to receiver</p>	<p><i>saya ingatkan. Carilah pemimpin yang senang dan mau turun ke bawah, yang mau merasakan keringatnya rakyat. Perlu saya sampaikan, pemimpin-pemimpin yang mikirin rakyat Itu kelihatan dari mukanya, itu kelihatan dari penampilannya. Itu kelihatan banyak kerutan di wajahnya. Karena mikirin rakyat. Ada juga ada juga yang</i></p>	<p>I to remind you Look for leaders who are happy and want to go down who want to feel the people's sweat. I need to convey to the leaders that they think about the people. You can see it in their faces. You can see it from their appearance. You can see that there are many wrinkles on their faces. There are also those who think about the</p>	<p>The president demonstrate his ambition to choose the right next leader.</p>

	<i>mikiran rakyat sampai rambutnya putih semua, ada. Saya ulang, jadi pemimpin yang mikirin rakyat. Itu kelihatan dari penampilannya dari kerutan di wajahnya.</i>	people until they all have white hair. I repeat, being a leader who thinks about the people That can be seen from his appearance, from the wrinkles on his face.	
Insensify interest to receiver	<i>Karena kita ini memiliki sekarang 38 provinsi, memiliki 514 kabupaten dan kota memiliki 17.000 Pulau. Jadi kalau yang dibangun hanya Jawa yang di luar Jawa akan merasakan tidak adanya pemerataan betul dan pembangunan infrastruktur itu akan menumbuhkan titik-titik pertumbuhan ekonomi yang baru.</i>	We now have 38 provinces, 514 regencies and cities and 17,000 islands. So if what is built is only Java, outside Java, you will feel that there is no true equity and the infrastructure development will create new economic growth points.	The speaker uses the "vivid present" technique to achieve this goal. In order to capture the receivers' attention, this technique immerses them in the topic at hand.
	<i>Sekarang kelihatan di negara-negara lain. Sekarang sulit semuanya, dunia sekarang ini sangat sulit semuanya, harga-harga semuanya naik sampai dua kali lipat 50% tetapi di negara kita bisa kita kendalikan dengan baik bisa kita kendalikan dengan baik negara-negara besar sekarang ini Resesi Resesi negara kita masih bisa tumbuh 5,72% di Kuartal ketiga</i>	Now it's visible in other countries. Now it's difficult everything in the world right now is very difficult everything prices have increased to double 50% but in our country we can control it well we can control it well the big countries right now Recession Our country's recession can still grow 5.72% in the third quarter	
	<i>Hati-hati, kita semuanya tetap harus waspada, tetap hati-hati, waspada dan hati-hati, karena Resesi Global ini sulit dihitung, sulit diprediksi, sulit dikalkulasi. Oleh sebab itu, kehati-hatian kita, kerja keras kita, semuanya harus terus kita lakukan yang paling penting adalah bagaimana menarik investasi yang sebanyak-banyaknya untuk membuka lapangan kerja yang seluas-luasnya</i>	Be careful, we all still have to be vigilant, be careful, be vigilant and careful, because the Global Recession is difficult to calculate, difficult to predict, difficult to calculate. Therefore, we must be careful, we all have to continue to do what is most important is how to attract as much investment as possible to open up as many job opportunities as possible.	

	<p><i>Dan kemarin saat g20 saat g20, Indonesia dikatakan oleh managing directornya AMF Indonesia, adalah titik terang ekonomi dunia di tengah kesuraman ekonomi global.</i></p>	<p>And yesterday during the G20, Indonesia was said by its managing director, AMF Indonesia, to be a bright spot in the world economy in the midst of the global economic downturn.</p>	
	<p><i>Kita harus bangga karena semua negara sulit karena pandemi yang belum selesai, adanya krisis pangan, adanya krisis energi, adanya perang di Ukraina, adanya krisis keuangan, semuanya sekarang negara itu sulit semuanya. Kita patut bersyukur wajib bersyukur karena negara kita masih bisa tumbuh sekali lagi 5,72% dan saat g20 Indonesia juga berhasil menjadi jembatan dari negara-negara yang saling berselisih kita berada di tengah bisa menjadi jembatan, bisa diterima dari sini, bisa diterima dari sana, bisa diterima sebelah kanan, bisa terima sebelah kiri artinya apa kepemimpinan Global Indonesia sekarang ini berada pada titik puncaknya</i></p>	<p>We should be proud because all countries are having a hard time because of a pandemic that has not yet been completed. There is a food crisis. There is an energy crisis. There is a war in Ukraine. Received from here, can be accepted from there, can be accepted on the right, can be received on the left, which means what Global Indonesia's leadership is currently at its peak</p>	
	<p><i>Saya ulangi pembangunan yang sudah kita lakukan reputasi Global yang sudah kita peroleh harus kita lanjutkan, setuju? dilanjutkan sampai 2029. Setuju? dilanjutkan sampai 2045, setuju? dilanjutkan sampai seterusnya, seterusnya, seterusnya kita ingin negara kita di 2045 menjadi 5 besar ekonomi terkuat di dunia</i></p>	<p>I repeat that we have built a global reputation that we have earned, we must continue, agree? continued until 2029. Agree? continue until 2045, agreed? continued onwards, onwards, onwards we want our country in 2045 to become the top 5 strongest economies in the world</p>	
	<p><i>waktu kemarin di g20, semua lihat kan? Kita mampu berdiri tegak dengan kepala</i></p>	<p>Yesterday at the G20, you saw that, right? We are able to stand straight with our</p>	

	<i>mendongak diantara negara-negara besar dunia</i>	heads up among the world's great countries.	
Utilise in-group identity markers	<i>Yang saya hormati para ketua dan seluruh jajaran pengurus relawan. Bapak ibu saudara-saudara seluruh relawan dari seluruh penjuru tanah air Hadirin dan undangan yang berbahagia</i>	What I respect are the chairmen and all levels of the volunteer committee. Ladies and gentlemen, all volunteers from all over the country. Happy guests and invitees	The speaker mention some group, organization, etc. For example : guests, invitees, brothers, sisters, European, WTO, NKRI.
	<i>Pertama-tama, sebelum saya menyampaikan, marilah kita berdoa dan mengheningkan cipta sejenak untuk saudara-saudara kita yang baru terkena musibah di Cianjur</i>	First of all, before I convey this, let us pray and observe a moment of silence for our brothers and sisters who have just been affected by the disaster in Cianjur.	
	<i>Pagi hari ini saya sangat senang sebagai keluarga besar relawan pagi hari ini kita bisa bertemu, bisa bersilaturahmi dalam rangka konsolidasi</i>	This morning I am very happy that as a large family of volunteers, we can meet and stay in touch in the context of consolidation.	
	<i>Oleh sebab itu, saya minta di daerah-daerah yang ada investasinya, agar masyarakat ikut mendukung, karena begitu ada Investasi, artinya lapangan kerja itu akan terbuka pertumbuhan ekonomi di daerah juga pasti akan ikut naik</i>	Therefore, I ask the areas where there is investment, so that the community supports it, because once there is investment, employment opportunities will be opened in the regions.	
	<i>itulah yang akan terus kita lanjutkan meskipun kita kalah di WTO kita ingin di DP ekonomi kita bisa mencapai nantinya 7 triliun US Dollar di 2045 Artinya kita sudah menjadi negara maju</i>	Then we continue even though we lose in the WTO we want in the DP economy we can achieve later 7 trillion US Dollars in 2045 means that we have become developed countries	
	<i>Dengan negara-negara Eropa, Kita juga tidak menunduk sama juga begini</i>	In European countries, we also don't bow down like this	
	<i>Jayalah negeriku Negara Kesatuan Republik Indonesia NKRI</i>	Glory to my country, the Unitary State of the Republic of Indonesia	

<p>Seek agreement</p>	<p><i>Jalan Apakah perlu? Pelabuhan Apakah perlu? airport Apakah perlu? semua itu diperlukan di Jawa maupun di luar Jawa? sangat-sangat diperlukan karena itu menjadi sebuah pondasi kita untuk bersaing dengan negara-negara lain</i></p>	<p>Does it need a port? Does it need an airport? Does it need all of that needed in Java and outside Java? It is very, very necessary because it becomes our foundation to compete with other countries.</p>	<p>The speaker was indirectly seeking agreement from the people by stating “it is very necessary,..”</p>
<p>Establish disagreement</p>	<p><i>Jangan sampai saya ulang. Jangan sampai kita memilih pemimpin yang senang duduk di istana yang ac-nya sangat dingin ini negara besar ini negara besar. Jangan hanya duduk manis di Istana Presiden</i></p>	<p>Don’t let me repeat. Don’t let us elect leaders who like to sit in palaces where the air conditioner is very cold this big country is a big country Don’t just sit pretty in the Presidential Palace</p>	<p>President establish disagreement to the leader who like sit in the palaces with the ac.</p>
<p>Assert speaker’s knowledge and concern for receiver’s needs</p>	<p><i>pagi hari ini. setelah 8 tahun, kita bekerja keras membangun Negara kita Indonesia membangun jalan-jalan nasional baik di Jawa maupun di luar Jawa, membangun jalan tol baik di Jawa maupun di luar Jawa dan juga jalan-jalan kecil di desa, jembatan jembatan kecil di desa lewat dana desa. kita juga membangun airport baru membangun pelabuhan-pelabuhan baru, utamanya di luar Jawa. inilah yang namanya fondasi infrastruktur Jalan. Apakah perlu Pelabuhan? Apakah perlu airport? Apakah perlu? semua itu diperlukan di Jawa maupun di luar Jawa sangat-sangat diperlukan karena itu menjadi sebuah pondasi kita untuk bersaing dengan negara-negara lain.</i></p>	<p>this morning. After 8 years, we have worked hard to build our country. Indonesia is building national roads both in Java and outside Java, toll roads both in Java and outside Java and also small roads in villages, bridges, and small bridges in villages through village funds. We are also building new airports and new ports, especially outside Java. This is what is called a road infrastructure foundation. Does it need a port? Does it need an airport? Does it need all of that needed in Java and outside Java? It is very, very necessary because it becomes our foundation to compete with other countries.</p>	<p>The speaker assert the time of his leadership, what was he makes, and the benefit for the receivers.</p>
<p>Be optimistic</p>	<p><i>kita harus percaya diri dan optimis mampu berdiri tegak dengan kepala mendongak menunjukkan</i></p>	<p>We have to be confident and optimistic that we can stand up straight with our heads looking up, showing</p>	<p>the sentence delivered by the president</p>

	<i>bahwa kita adalah bangsa besar yang benar benar memiliki keinginan untuk menjadi negara maju dengan kerja keras yang tinggi dengan kerja keras tanpa lelah dengan kerja keras tanpa menyerah</i>	that we are a great nation that really has the desire to become a developed country with high levels of hard work and tireless work. Work hard without giving up.	was full of enthusiasm, hope, and a sense of optimism for the progress of the Indonesian state.
	<i>kita ingin negara kita di 2045 menjadi 5 besar ekonomi terkuat di dunia kalau kita konsisten bekerja keras kalau kita berani memutuskan dan tidak takut terhadap negara manapun</i>	we want our country in 2045 to be the top 5 of the strongest economy in the world if we consistently work hard if we dare to decide and not be afraid of any country	
	<i>Indonesia adalah titik terang ekonomi dunia di tengah kesuraman ekonomi global ini</i>	Indonesia is a bright spot in the world economy in the midst of this global economic downturn.	
Include both speaker and receiver	<i>marilah kita berdoa dan mengheningkan cipta sejenak untuk saudara-saudara kita yang baru terkena musibah di Cianjur</i>	let us pray and observe a moment of silence for our brothers and sisters who have just been affected by the disaster in Cianjur.	the speaker often uses the word "we" which means he and all the Indonesian people
	<i>Tidak mungkin kita bersaing dengan negara-negara lain kalau jalannya becek</i>	It's impossible for us to compete with other countries if the roads are really muddy.	
	<i>kita ini memiliki sekarang 38 provinsi memiliki 514 kabupaten dan kota memiliki 17.000 Pulau</i>	We now have 38 provinces, 514 regencies and cities and 17,000 islands.	
	<i>Oleh sebab itu kita sebagai wajib bersyukur negara-negara besar saja tidak kuat menahan gejolak Resesi Global</i>	Therefore, we as an obligation to be grateful that the big countries were not strong enough to withstand the turmoil of the Global Recession	
	<i>Bapak ibu saudara-saudara sekalian yang saya hormati terakhir kita harus yakin akan kemampuan kita sendiri</i>	Ladies and gentlemen, I respect that we have to be sure of our own abilities.	

Table 5: Analysis of Negative Politeness Strategies

Strategy	Source Text (Indonesia)	Translated Text (English)	Explanation
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Give deference	<i>Yang saya hormati para ketua dan seluruh jajaran pengurus relawan.</i>	What I respect are the chairmen and all levels of the volunteer committee.	The speaker give deference in the word ‘‘what I respect are the chairman ...’’
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2. Reseach Objective 2

The frequency of both positive and negative politeness strategies used in President Jokowi's speech text is the second research goal of this study. According to the analysis, more positive politeness strategies (96,9%) than negative politeness strategies (3,1%) are used. The overall frequency and percentage of politeness techniques used in speech texts are shown in Table 6.

Table 6: Frequency of Politeness Straegies

Politeness Strategy	Number of Sentences (n)	Percentage (%)
Positive	31	96,9%
Negative	1	3,1%
Total	32	100%

According to frequency and percentage, Table 7 lists the various politeness tactics used in the speech text under different categories. The analysis showed that the most popular positive politeness tactics were to show greater interest in the recipient and to use in-group identity markers. Conversely, Jokowi least frequently employed the following positive techniques: seeking agreement, establishing disagreement, asserting the speaker's knowledge, and showing concern for receivers' needs. The speaker only employed one impolite tactic, "give deference."

Table 7: Frequency of Politeness Strategies

	Politeness Strategy	Number of Senteces (n)	Percentage (%)
POSITIVE			
1	Notice and attend to the receiver's request/need/interest	5	15,6%
2	Use of exaggeration (gain approval, show sympathy) to receiver	1	3,1%
3	Intensify interest to receiver	7	21,9%
4	Utilise in-group identity markers	7	21,9%
5	Seek agreement	1	3,1%
6	Establish disagreement	1	3,1%

7	Assert speaker's knowledge and concern for receivers' needs	1	3,1%
8	Be optimistic	3	9,5%
9	Include both speaker and receiver	5	15,6%
NEGATIVE			
1	Give deference	1	3,1%
	TOTAL	32	100%

E. CONCLUSION

In his speech to the Archipelago Volunteers, Indonesian President Jokowi employed a variety of politeness techniques, some of which are identified in this essay along with their frequency. Reviewing the speech's text reveals that the president's most frequently employed positive policy tactic is to pique the audience's interest and make use of in-group identity markers. This tactic is frequently used by speakers who employ the "live presentation" method to increase the audience's interest. This strategy engages readers by placing them in the middle of the topic at hand. This tactic demonstrates that the other person shares your desire. Njuki, E., et al. (2021) found that when speakers use in-group identity markers to promote solidarity among themselves, listeners become interested in the story in order to prevent or lessen any potential threats that can be posed by these actions. Such markers help claim similarities between interlocutors, preventing any threat that utterances might face, according to Brown & Levinson (1987). This result conflicts with Prasetyo (2019), who found that the most common positive politeness tactic in Indonesian political discourse was involving the speaker and recipient in activities.

The following tactic employed by Jokowi is showing respect (3.1%), which includes making a respectful gesture. This is referred to as putting a happy face on the listener by Brown & Levinson (1987). This tactic aims to convey the speaker's value to the audience. By employing this technique, the speaker can use modest praise to downplay their own importance while elevating the listener. According to Njuki, E., et al. (2021), using excuses and honorifics also shows respect for the audience. Jokowi also employs the negative strategy, but it is significantly less effective than the positive politeness strategy. This finding runs counter to Alavidze's (2018) analysis, which found that negative politeness techniques are frequently employed in political discourse. The different recipient cultures in the context of the two studies may be a plausible explanation for these contradictory findings. Cultural differences play a significant role in political speech, as noted by Abudayeh and Dubbati (2020); Arabs did not view Donald Trump's speech as favourably as they did the first because the president used expletives like "we lost our ass" and derogatory language like "stupid as a rock," which are taboo in the context of Arab culture. To gain the trust of Indonesians, Jokowi primarily employs positive politeness techniques.

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