THE POLITENESS PRINCIPLE COMPLIANCE USED IN RIDWAN KAMIL'S TWITTER MOURNING TWEETS

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Abstract

This research aims to determine the maxims of politeness in Ridwan Kamil's Twitter tweets in May to June 2022, during which he was dealing with the tragedy that befell his son. The analysis was conducted by employing Leech's maxim. This research makes a dual contribution, namely a theoretical contribution in the form of futher insights intro how pragmatic theory perceives readers' linguistic politeness, and a practical contribution in the form of readers' trained and developed linguistic politeness in everday communicative activities, either directly or through social media. In addition, this research can also contribute to instilling a polite, courteous, and well-spoken character in readers. This research used the descriptive qualitative method. The data collection method used is that the researchers determines Ridwan Kamil's tweet's for the last 2 months from May to June 2022 related to the mourning period, reads and observes Ridwan Kamil's Twitter repeatedly, takes screenshots, and records on the data sheet of Ridwan Kami's tweets. The results of this research indicated that Ridwan Kamil's tweets from May to June 2022 comply with the Indonesian maxim of politeness. In this research, no maxims of agreement and maxims of tact were found. Neither no impoliteness or violation of maxims was found in Ridwan Kamil's Twitter tweets in May to June 2022 during the mourning period. It can be seen that Ridwan Kamil comply the maxim of modesty a lot. This is because during the mourning period Ridwan Kamil was very grateful to all those who prayed for his late son.

Keywords: Ridwan Kamil's Twitter; Pragmatics; Politeness Principles

INTRODUCTION

Politeness is generally used in every speech act. Polite utterance is a form of respect for one person to another. According to Yule in (Anggraini et al., 2019) politeness is a prerequisite in social behavior in the form of rules and regulations that have been agreed upon and determined by a particular society. Therefore, to achieve language procedures that follow the rules and regulations will result in language politeness. This is caused by four things. First, a person politeness is generally judged by his polite language and soft speech. Politeness is the respectful attitude of speakers to speech partners which is realized in polite speech Baryadi in (Palupi & Endahati, 2019). Second, polite language will facilitate the delivery of messages in communication. This is in line with the opinion of Suandi in (Afridona et al., 2020) that language politeness will be clearly seen from the ability that a person uses in organizing his language when communicating. Third, impolite language often hurts other people's feelings so that it is not uncommon to be a source of conflict. Meanwhile, Pranowo in (Palupi & Endahati, 2019) says that communication acts must pay attention to several things, including the situation, speech partners, messages, goals, delivery methods, norms, language varieties, and the relevance of utterances. Fourth, Indonesian people are historically regarded as people with good manners and good language. In the Indonesian context, utterances that are considered polite are indirect utterances in the form of long sentences, sometimes even containing small talk (Safitri et al., 2021).

In general, if the speaker uses polite words, respects others and indirect the the utterance is considered polite.The principle of politeness can be defined by the expression of Leech in (Mohamed Sultan & Norazhar, 2022) "use as little as possible speech that contains impolite expressions." The principle of politeness can be defined by Leech in (Mohamed Sultan & Norazhar, 2022).

Linguistic politeness is one of the subjects of pragmatics, which is defined as the study of all aspects of linguistic attitude is put forward Austin in (Fiana, 2022). The pragmatic connects the distance of the language system side with its use, and connects the two at once. Greenfiels in (Haryanto et al., 2018) defines meaning in interaction as pragmatic, which means that a meaning is bound. Meaning does not mean there is something in the word itself, or the speaker produces something, or only the listener understands something. Meanwhile, according to Leech in (Mohamed Sultan & Norazhar, 2022) pragmatic is the study of how language is used in certain situations or contexs. In line with Leech, Levinson in (Ibrahim et al., 2018) defines as a branch of linguistics, namely pragmatic. A study of the relationship between language with the context.

Linguistic politeness is one of the subjects in pragmatic, Lakoff in (Serly & Supeno, 2018) defines politeness to facilitate interaction through a system of relationships. Meanwhile Leech in (Mohamed Sultan & Norazhar, 2022) defines that politeness is expressing behavior in a good or ethical way. In general, an utterance is considered polite when the speaker uses words that are kind, not pushy, and respectful of others.

The theory that is currently considered the most complete, relative, and most comprehensive is a theory of politeness that has been formulated by Leech in (Mohamed Sultan & Norazhar, 2022). Politeness in language will be achieved if it adheres to the principles developed by Leech. According to Leech in (Khasanah & Musfiroh, 2019), the principles of politeness are: (1) The tact maxim, outlines that each participant in the conversation must minimize other people's losses and maximize other people's gains. The basic idea in the maxim of tact is that the speech participants should always adhere to the principle of minimizing self-advantage and maximizing the advantage of others in communication Safitri in (Maimuna et al., 2021). Someone who holds and carries out the maxims of tact will be considered a polite person. Similarly, an order delivered indirectly will be more polite it is. For example, modified from Safitri in (Maimuna et al., 2021), the phrase "close the door!" is a direct command. For the reason, it is not polite. Meanwhile, "can you closed the door?" is considered more polite. (2) The generosity maxim commands each conversation participant to be maximizing loss and minimizing gain. The meaning of the maxim of generosity is "keep your gain as small as probably; keep your losses as large as probably" Kurniawati in (Maimuna et al., 2021). For example, modified from Kurniawati in (Maimuna et al., 2021). The sentence "you may use my jacket" there is a disadvantage for the speaker and an advantage for the interlocutor. Higher politeness can be obtained if the listener is not indicated as the giver, for example: "may I have some honey?". Meanwhile, the sentence, "is there any honey?" is even more polite because the speaker does not appear as the receiver. (3) The approbation maxim commands each conversation participant to be maximizing respect for other person and minimizing disrespect for other person. The purpose of the approbation maxim is to minimize saying disrespectful things about the other person to the listener. For example, there is a woman dancing. After dance performance, a friend of her would be considered polite if she complimented the woman by saying, "she danced very nicely" even though it was an ordinary dance performance. (4) The modesty maxim commands each utterance participant to be maximizing self-respect and minimizing self-respect. The purpose of the modesty maxim is for the utterance participants to be respectful by minimizing self-praise. For example, there is the following conversation:

Bianca: You look really good!
Rebecca: Of course, great.

Rebecca is being rude because she is maximizing the compliments on herself. If she had replied, "ah, I think it's simple" it would have been more polite, and it would have been the answer that the listener would have expected more than the first answer. (5) The agreement maxim requires that each speaker and interlocutor maximize agreement agreement between them and emanated disagreement between them. The purpose of the maximof agreement is that all speech participants are emphasized to speak according to each other or create compatibility between them in communication. The application of the maxim of agreement is in the following conversation:

Ella: This room is hot, huh?
Belle: Where is the fan?

In the example, there is a shared perception between thee two of them about the room being hot. Belle agree with Ella that the room is hot, so she asks: "where's the fan?". (6) The sympathy maxim requires all participants in the conversation to maximize sympathy and minimize antipathy for their interlocutors. The purpose of the maxim of sympathy is for all speech participants to be maximizing sympathy for each other. Antipathy towards others is considered impolite. If there is someone who is antipathic towards another person and sarcastic towards another person, it is considered a disrespectful act in the community. Examples of the application of the maxim of sympathy include condolences and congratulations, as in the following examples:

Anne: My grandfather died today.
Ariana; My condolences, Anne.

In the example above, Ariana is offering her condolences in sympathy to Anne that her grandfather passed away today. So, she said: "condolences, Anne".

There is research about the relationship between politeness and culture has been conducted by (Kiyama et al., 2012) in Japan. This research aims to assess the differences between politeness strategies used by Westerners and politeness strategies used by Japanese people by means of a survey. From the results, it shows that factors related to interpersonal and intrapersonal factors have less influence. Meanwhile, the relationship with intrinsic content and others' attitudes had a greater influence. The conclusion of the 3 researchers is that Brown and Levinson's politeness theory can be applied in Japan.

In research on language politeness in the context of Indonesian culture has been conducted by (Achmad, 2012), the purpose of this research is to examine, explain, and explore the forms and linguistic features of language politeness in the Bugis Pinrang community. This research method is ethnomethodology, using discourse analysis techniques from pragmatics, semiotics, and Brown and Levinson's concept of face want in (Sapitri et al., 2020). From the results, it shows that there is realization, self-iamge, courage, solidarity, and cooperation in the Bugis Pinrang community.

There six maxims regulate how people should participate in their utterance such as telling the truth, being relevant, and trying to be as clear as possible so that their utterance results in language politeness. By complying with the politeness principles, people have the ethics of

politeness in language. There are certain intentions and purposes that speakers want to convey behind the utterances in which they adhere to the politeness principles. Therefore, by complying with the politeness principles, people are said to be polite in language. Language politeness is an ethic in socializing in society, for example, the adherence to politeness principles in social media. Social media has a role in shaping language politeness because people often use social media to communicate. Social media also plays a role in the use and development of language, because in social media language is used to convey messages to everyone quickly with a wide range. The existence of social media makes it easier for someone to interact with speech partners with an indeterminate distance, without having to send letters by post and face to face.

In this era of globalization, the progress of science and technology is very rapid. One of the most popular social media applications today is Twitter. Here are the social media most used by world leaders based on Twiplomacy 2018 data. Twitter: World Leader Accounts: 951 accounts, Percentage of Users from UN member states: 97%, Number of followers, likes and users: 485,064,263, Average followers/channel: 18.135. Facebook: World Leader Accounts: 677 accounts, Percentage of Users from United Nations Member States: 93%,Total followers, likes and users: 311,150,189, Average followers/average channel: 37.103.

One politician in Indonesia who actively uses Twitter is West Java Governor Ridwan Kamil. Through his @ridwankamil account, which has 4.9 million followers, Kang Emil actively tweets about his activities as Governor of West Java. The reason most people follow Kang Emil's account is because the majority of Kang Emil's tweets are inspirational, motivational, actual and factual.

On Thursday (26/5/2022), the eldest son of West Java Governor Ridwan Kamil, Emmeril Khan Mumtadz (Eril), went missing while swimming in the Aare River, Switzerland. When he was about to surface, Eril was swept away by the strong current of the river. Before going missing, Eril had received help from his friend. For the next week, local authorities will continue to search for Eril by deploying several tools, divers, and local citizen operations. Ridwan Kamil's family also continued to walk along the banks of the Aare River every day. Until June 3, the family let Eril go. On June 9, 2022, the Indonesian Embassy in Switzerland stated that the Swiss authorities managed to find Eril's body at Engelhade Dam, Bern, Switzerland. Eril's body was buried on Monday (13/6/2022) at 10:55 WIB. So Ridwan Kamil as Eril's father and the leader of West Java used his twitter to express a sense of sincerity for the loss of his beloved son and gave thanks to all those who had prayed for and organized prayers and funeral prayers, which could not be mentioned one by one.

The problem statement in this research is how is the form of politeness in Ridwan Kamil's twitter mourning tweets in May and June 2022? The purpose of this research is to describe the form of politeness principles in Ridwan Kamil's mourning twitter tweets. The benefits of this research are expected to be additional knowledge about the theory of pragmatics regarding the politeness principle for readers. It can be implemented in everyday life for readers. It can be used to train and develop readers' politeness principles in communication activities in daily life both directly and through social media. In addition, this research can help instill good manners in utterance for readers.

METHOD

This research is qualitative research (Moleong, 2018) and (Mahsun, 2017). Qualitative research as a research procedure that produces descriptive data in the form of written words from people

and observable behavior. The method used in this research is descriptive method. Descriptive method to describe the data and describe it according to the nature of the data obtained (how to tell, classify, and analyze it). The qualitative descriptive method will be a suitable method to use because it describes and analyzes research phenomena in the form of descriptions of words (Muftachor, Ahmad Azmil and Musyarofah, Lailatul and Sabat, 2019). The qualitative research method in this research aims to describe the compliance of politeness principles in Ridwan Kamil's Twitter mourning tweets. The politeness principles in the form of (1) tact maxim, (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) agreement maxim, and (6) sympathy maxim are analyzed using the perspective of pragmatics approach (Yule, 2014, p.12), (Djatmika & Fahri, 2016, p.6), (Pranowo, 2014, p.6) and analyzed using the perspective of pragmatics approach (Yule, 2014, p.12), (Djatmika & Fahri, 2016, p.6) (Pranowo, 2014, p.30). Data from qualitative research are not calculated but are shown with a description of the results (Windyawati et al., 2022). The pragmatic approach is used on the basic of knowing the compliance of the politeness principle of Ridwan Kamil's Twitter mourning tweets. This approach is considered appropriate to research the compliance of politeness principles. Based on this, this type of research is a descriptive qualitative research with a pragmatic approach that aims to describe systematically, factually and accurately of a certain phenomenon or object, namely the compliance of the politeness principle of Ridwan Kamil's Twitter mourning tweets. The subject of this research is Ridwan Kamil's Twitter mourning tweets. Data collection was conducted for 15 days in May and June with the highest number of likes. The data obtained amounted to 9 utterances derived from Ridwan Kamil's Twitter mourning tweets. The researched utterances come from condolences and compliments. The object of this research is the politeness principle compliance in Ridwan Kamil's Twitter mourning tweets. The research instruments are devices, stationery, notebooks, and tables of politeness principle compliance. The data collection technique used is reading and note-taking technique. The researcher observes Ridwan Kamil's Twitter mourning tweets which contain a form of compliance, then screenshots to be recorded and analyzed. The data analysis technique uses the analysis technique (Miles & Huberman in Rika, 2022) which consists of three stages, namely data reduction, data presentation, and conclusion drawing and verification. Regarding the three steps in more detail are as follows:

Data Reduction

Data reduction is defined as removing things that are considered unnecessary in research. In this step, the researcher analyzes the data of Ridwan Kamil's Twitter mourning tweets, selects the data needed for research and discards unnecessary data, then identifies the types of politeness principles.

Data Presentation

Miles & Huberman in (Fadli, 2021) limits a presentation as a set of organized information that gives the possibility of drawing conclusions and taking action. The data presented is completely valid and can be accounted for. In this step, the researcher makes the politeness relationship used by Ridwan Kamil in his Twitter mourning tweets.

Conclusion

Drawing conclusions according to Miles & Huberman in (Fadli, 2021) is only part of an activity from a complete configuration. The conclusions presented are the results of research that has been previously verified. Schematically the data analysis process using the Miles and Huberman interactive data analysis model can be seen in Figure 1.
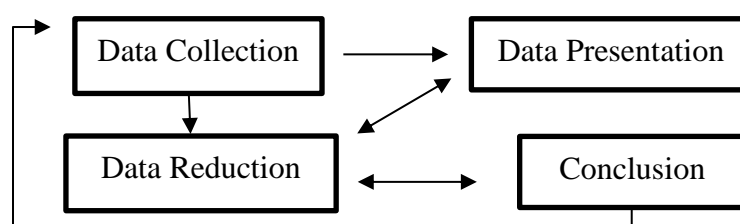
Figure 1. Miles and Huberman interactive data analysis model

RESULTS AND DISCUSSION

Results

The result of the research found that the compliance of Leech's politeness principle theory using 6 maxims performed on Ridwan Kamil's Twitter mourning tweets, namely 5 utterances containing compliance of the maxim of modesty, 2 utterances containing compliance of the maxim of sympathy, 1 utterance containing compliance of the maxim of generosity, 1 utterance containing compliance of the maxim of approbation.

Table 1. Research Results on The Politeness Principle Compliance Ridwan Kamil's Twitter Mourning Tweets

Maxim Compliance	Total of utterances
Modesty Maxim	5
Sympathy Maxim	2
Generosity Maxim	1
Approbation Maxim	1
Total	9

Based on the data obtained by grouping the politeness principles based on the types of maxims that have been found, namely the maxim of modesty, the maxim of sympathy, the maxim of generosity, and the maxim of approbation, it can be described as follows :

1. MODESTY MAXIM COMPLIANCE

The maxim of modesty requires the speaker to communicate well by reducing the praise on himself so that the interlocutor can judge the speaker as polite and humble. The maxim of modesty requires each speech participant to maximize disrespect for oneself, and minimize respect for oneself. The compliance of the maxim of modesty can be seen in the following utterance.

Date	Ridwan Kamil's Twitter Tweets	Note	Category
May 30, 2022	Dan terima kasih dari kami sekeluarga kepada semua yang sudah ikhlas mendoakan dan melaksanakan doa bersama.	This tweet was accompanied by a photo of a letter written by Ridwan Kamil	Modesty Maxim

The context of the utterance is Ridwan Kamil's Twitter mourning tweet on May 30, 2022 when he was in Switzerland. This speech was spoken by Ridwan Kamil when he lost his son Emmeril Khan Mumtaz. Ridwan Kamil expressed his gratitude to all those who prayed and held a joint prayer for his son.

The Twitter tweet on May 30, 2022 is a form of compliance with the principle of politeness in the maxim of modesty. In the speech, there is compliance with the maxim of modesty spoken by Ridwan Kamil, namely in the utterance ' Dan terima kasih dari kami sekeluarga kepada semua yang sudah ikhlas mendoakan dan melaksanakan doa bersama." (And thank you from our family to all those who have sincerely prayed and carried out joint prayers). The utterance spoken by Ridwan Kamil is an obedience to the maxim of modesty because it maximizes disrespect for oneself and minimizes respect for oneself (Leech in Putri, 2019).

2. SYMPATHY MAXIM COMPLIANCE

The maxim of sympathy requires speakers to be able to maximize sympathy and minimize antipathy to the interlocutor. The compliance of the maxim of sympathy can be seen in the following data.

Date	Ridwan Kamil's Twitter Tweets	Note	Category
June 11, 2022	Turut berduka cita ya Pak	This tweet was accompanied by a video of Ridwan Kamil meeting with Mrs. Geraldine Beldi	Sympathy Maxim

The context of the utterance is Ridwan Kamil's Twitter mourning tweet on June 11, 2022 when he was in Switzerland meeting Mrs. Geraldine Beldi. This utterance was spoken by Mrs. Geraldine Beldi when she found Emmeril Khan Mumtaz's body at Engehalde Dam in Switzerland. Mrs. Geraldine Beldi expressed her condolences to Ridwan Kamil.

Ridwan Kamil's Twitter tweet on June 11, 2022 is a form of compliance with the politeness principle in the maxim of sympathy. In the utterance, there is compliance with the maxim of sympathy spoken by Mrs. Geraldine Beldi, namely in the utterance " *Turut berduka cita ya Pak*." (Condolences sir). The utterance spoken by Mrs. Geraldine Beldi to Ridwan Kamil is a form of compliance with the maxim of sympathy because it maximizes sympathy and minimizes antipathy (Leech in Putri, S. W. 2019).

3. GENEROSITY MAXIM COMPLIANCE

The maxim of generosity explains that people will be considered polite if in utterance they always try to give to the other party and do not berate and mock each other. The maxim of generosity requires each utterance participant to maximize respect for others and minimize disrespect for others. The compliance of the maxim of generosity can be seen in the following data.

Date	Ridwan Kamil's Twitter Tweets	Note	Category
June 11, 2022	Masjid yang didesain dan sedang dibangun ayahmu.	This tweet was accompanied by a video of the design of the cemetery and mosque for Emmeril Khan Mumtadz.	Generosity Maxim

The context in the utterance is Ridwan Kamil's Twitter mourning tweet on June 11, 2022 when designing the funeral. This utterance was spoken by Ridwan Kamil to Emmeril Khan Mumtadz for his son's final resting place. Ridwan Kamil designed and built a mosque for Emmeril Khan Mumtadz as a form of appreciation during his lifetime.

Ridwan Kamil's Twitter tweet on June 11, 2022 is a form of compliance with the principle of politeness in the maxim of generosity. In the speech, there is compliance with the maxim of generosity spoken by Ridwan Kamil, namely in the utterance "*Masjid yang didesain dan sedang dibangun ayahmu.*" (The mosque your father designed and is building). The utterance spoken by Ridwan Kamil to Emmeril Khan Mumtadz is a form of compliance with the maxim of generosity because it maximizes respect for others and minimizes disrespect for others (Leech in Putri, S. W. 2019).

4. **APPROBATION MAXIM COMPLIANCE**

Approbation maxim explains that people will be considered polite if they maximize their own losses and minimize their own gains. Approbation maxim requires each utterance participant to maximize the loss for oneself and minimize the gain for oneself. The compliance of approbation maxim can be seen in the following data.

Date	Ridwan Kamil's Twitter Tweets	Note	Category
June 12, 2022	berjuta doa akan dipanjatkan dari berjuta kebaikan yang ditaburkan	This tweet was accompanied by a video of Emmeril Khan Mumtadz's moment.	Approbation Maxim

The context in the utterance is Ridwan Kamil's Twitter mourning tweet on June 12, 2022 when remembering his son. This utterance was spoken by Ridwan Kamil when interpreting the philosophy of Emmeril Khan Mumtadz. Ridwan Kamil was inspired by Emmeril Khan Mumtadz's philosophy of life.

Ridwan Kamil's Twitter tweet on June 12, 2022 is a form of compliance with politeness principles in the maxim of approbation. In the utterance, there is an approbation maxim compliance spoken by Ridwan Kamil, namely in the utterance "*Berjuta doa akan dipanjatkan dari berjuta kebaikan yang ditaburkan.*" (Millions of prayers will be offered from millions of kindnesses sown). The utterance spoken by Ridwan Kamil to Emmeril Khan Mumtadz is a form of compliance with the maxim of approbation

because it maximizes losses for himself and minimizes his own benefits (Leech in Putri, S. W. 2019).

Implication of politeness principle in Ridwan Kamil's Twitter mourning tweets

From the analysis, the researcher found that the implication of politeness principle compliance in the teaching and learning process has an impact on three aspects. The researcher found that adherence to the principle of politeness creates an atmosphere of closeness between Ridwan Kamil and the public and serves as an example to have a positive attitude in speaking on social media so that people can adhere to the principle of politeness.

a. The principle of politeness creates closeness between Ridwan Kamil and the public. From the analysis, the researcher found that the compliance of politeness principles used by Ridwan Kamil in his Twitter tweets can create closeness between Ridwan Kamil and the community. This can be seen from Ridwan Kamil's Twitter tweet "And thank you from our family to all those who have sincerely prayed and carried out joint prayers.". From the tweet, many people indirectly prayed for their children. This statement is supported by the number of likes on this tweet reaching 275,400 likes. So Ridwan Kamil thanked all the people who prayed as a sense of Ridwan Kamil's closeness to the community.

b. Being an example to have a positive attitude in speaking on social media
From the analysis, the researcher found that the compliance of politeness principles applied by Ridwan Kamil in his mourning tweet can be an example for the community to have a positive attitude in speaking on social media. This is supported by Ridwan Kamil's achievement as a politician in Indonesia who actively uses Twitter with 5.4 million followers. As one of the politicians in Indonesia, Ridwan Kamil contributes in setting an example to the society.

Discussion

Ridwan Kamil's mourning tweets on Twitter that contain politeness principles have been classified into the types of maxims. The politeness principles used by Ridwan Kamil are the maxim of humility, the maxim of sympathy, the maxim of generosity, and the maxim of approbation. This is in accordance with the theory of politeness principles proposed by Leech (Febriasari, 2018, p. 142). The principle of politeness applied by Ridwan Kamil in his grieving tweets on Twitter creates closeness between Ridwan Kamil and the community. This is supported by the number of likes on his tweets. In addition, the results of the analysis also show that the compliance of politeness principles used by Ridwan Kamil can be an example for the community to have a positive attitude in speaking on social media. The implication is supported as one of the politicians in Indonesia who actively uses Twitter with 5.4 million followers. That way Ridwan Kamil as a politician in Indonesia also provides a positive example for the community.

CONCLUSION

Based on the findings and discussion that have been presented previously, the conclusions of this study are: (1) The compliance of politeness principles of Ridwan Kamil's Twitter mourning tweets can be concluded as many as 9 utterances containing compliance of politeness principles according to Leech. Among them are a) the maxim of humility 5 utterances, b) the maxim of sympathy 2 utterances, c) the maxim of generosity 1 utterance, d) the maxim of approbation 1 utterance, e) the maxim of tact 0 utterances, f) the maxim of agreement 0 utterances. This

indicates that Ridwan Kamil uses the principle of politeness in Ridwan Kamil's Twitter mourning tweets. (2) Compliance The politeness principle applied by Ridwan Kamil in his Twitter mourning tweets has implications in two aspects. First, the principle of politeness creates closeness between Ridwan Kamil and the public. Second, it serves as an example to have a positive attitude in speaking on social media.

Therefore, the researcher provides several implications related to the results of this study. First, the researcher suggests that readers always apply the compliance of politeness principles in speaking on social media. This is because, in social media, politeness has a considerable influence on communication. In addition, it can be used to train and develop readers' language politeness in communication activities in everyday life both directly and through social media.

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