

Analysis Politeness Speak On Account TikTok @Iamegamei:Person India, No Vrindavan Or Pridapan

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ABSTRACT

Language politeness is the values of politeness or ethics when speaking that are contained in the social rules of society. Language politeness plays an important role in communication because in communicating speakers not only pronounce the sounds of the language, but also ensures that the speech can be accepted by speech partners. Therefore, research on linguistic politeness is interesting to do, especially linguistic politeness in social media that is widely accessed by the public, one of which is the TikTok channel. This research was conducted to identify the principles of language politeness in 2 minutes 46 seconds video on @iamegamei's TikTok channel. The video criticizes the labeling of Indians as Vrindavan or Prindapan with negative connotations that are often done by Indonesian netizens. This research method uses descriptive qualitative pragmatic method with observing and note-taking techniques. Then the data is analyzed using a pragmatic equivalent method. From the research that has been conducted, it is found that the obedience and violation of language politeness thimbles. However, thimble violations dominate, causing language impoliteness in the TikTok video of @iamegamei's account.

Key words : pragmatic, language politeness, maxim obedience, maxim violation, tiktok.

INTRODUCTION

Language is a system of arbitrary sound symbols shared by a group society is used to interact And identify self (Chaer, 2015: 30). According to Masinambow (in Hajarwati & Hendaryan, 2021: 146) Language works as a tool to do something interaction social in public which is in it there are several participants. However, in this process the purpose of the speech is often the goal not conveyed well. This is caused by a lack of language politeness in interaction social in public. Whereas when currently speak public mustpolite polite And No touch on or put people down other (Dwijawijaya in Febriasari & Wijayanti, 2018: 140) . In social rules in public, mark polite polite or ethics when language called as language politeness. In line with this, Alika (in Hajarwati & Hendaryan, 2021: 147) explains that polite speech is when the speaker use language which polite , no Reign explicitly, Andrespect others.

Levinson defines pragmatics as the study of language and its relationship to context. Matter the in accordance with statement Wijana (in Wijayanti, 2020: 17) that pragmatics studies meaning externally, meaning how meaning unit language Which used in

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communicate based on context or How speaker's meaning. Meanwhile, according to Leech (Rustono, 1999: 1) pragmatics is the study of meaning in speech based on certain speech situations which contain speech events and speech acts. Speech events occur when two party (speaker And partner speech) involved in a particular time, place and situation in linguistic interaction with one subject of speech. The difference between speech events and speech acts is that speech events prioritize the purpose of the event, while speech acts prioritize meaning actions in his speech (Musthofa & Utomo, 2021: 29) . One of the studies pragmatics is about principle politeness language (*politeness principle*). According to Grice (Rustono, 1999: 66) politeness language regarding social rules, aesthetic, And moral when acting said. In In a social interaction, sometimes the interlocutor cannot understand the message conveyed by a speaker because a communication is not running smoothly. Therefore, pragmatics present For study principle politeness language from A speech. Language politeness plays an important role in communication because it is deep communicate speaker No only say sound Language, but Also confirm what he said acceptable to the interlocutor. As for Markhamah et al. (2019) interpret language politeness as an effort to protect self-esteem. To measure politeness of speech, Leech (in Jewad et al., 2020: 30) divides the pragmatic scale maxims into three types, namely (1) cost-benefit scale which measures costs or benefit For speaker or partner said, (2) scale choice that is scale Which provide level choice for speech partner to carry out the proposed action, and (3) scale indirectness is a scale that calculates the level of effort received by speech partner in interpret something speech from speaker Which where the more No direct somethingspeech, the more polite the speech will be.

TikTok is media Which often used public For interact. With TikTok para its users can increase creativity, means doing business, And etc. Matter This caused TikTok possible its users For upload short video (Hijrah & Intan, 2021: 277-283) . The video is usually long maximum 3 minutes and presented using various filters and effects (Samsulhadi & Sabardila, 2022: 22) . See rate development of social media, TikTok users do not only come from among teenagers, because currently users have spread to all groups and statuses social, and not limited by background (Annisa et al., 2022: 95) . Moreover, TikTok makes its users can free language And convey opinion. However, freedom the and TikTok's increasing popularity is the root of several problems. Wrong One This problem is related to social interaction, namely the emergence of impoliteness language in TikTok. Phenomenon impoliteness language happen Because expression has a negative connotation in the form of bullying, annoyance, verbal abuse and even demeaning each other (Annisa et al., 2022: 95) . In connection with

this, researchers are interested and want to examine the principles of politeness in the language of content creators on TikTok, especially on the @iamegamei account For know How compliance or violation principle politeness languagein Wrong one video namely “People India, No Vrindavan or Prindapan.”

The theory of politeness principles has been put forward by several experts, one of which is Leech. Principle politeness language according to Leech (in Wulansafitri & Syaifudin, 2020: 22) is divided into ten thimbles. The thimble including the Thimble of Generosity (*Generosity Maxim*), the Thimble of Consideration (*Tact Maxim*), Thimble Appropriateness (*Approbation Maxim*), Thimble of Modesty (*Modesty Maxim*), Thimble Obligation of S to O (*Obligation of S to O Maxim*), Thimble Obligation of O to S (*Obligation of O to S Maxim*), Thimble Consent (*Agreement Maxim*), Thimble Attitude Shut up on Opinion (*Opinion-Reticence Maxim*), Thimble Sympathy (*Sympathy Maxim*), and Thimble Feel Shut up (*Feeling-Reticence Maxim*).

Research on language politeness has been carried out by a number of researchers previous. Setyasih & Haryadi (2017) , Mulyati (2019) , Agustina & Pristiwati (2019) , Ariyani (2020) , Hajarwati & Hendaryan (2021) , and Nursita et al. (2022) studied language politeness using Leech's six thimbles principle . Meanwhile, Wulansafitri & Syaifudin (2020) and Ni'am & Utomo (2020) examine language politeness using Leech's ten thimbles principle. From some of these studies, it can be concluded that part big study about politeness language Still using Leech's six thimbles principle instead of the newer ten thimbles. Difference study This with study What Wulansafitri & Syaifudin (2020) and Ni'am & Utomo (2020) did was based on the object of their study. Wulansafitri & Syaifudin's (2020) research

ADDIN CSL_CITATION {"citationItems":[{"id":"ITEM-1","itemData":{"abstract":"Kesantunan berbahasa dibutuhkan untuk menjaga hubungan sosial dalam bermasyarakat. Perlu adanya media dalam membimbing masyarakat agar bisa menjadi santun, salah satunya dengan film. Film selain berfungsi sebagai tontonan juga bisa sebagai tuntunan. My Stupid Boss 1 adalah Film terlaris ketiga di Indonesia dengan 3 juta penonton pada tahun 2016. Sebagai film yang masih sering diputar di layar televisi, mungkin saja terdapat pelanggaran dalam tuturan film tersebut. Penelitian ini bertujuan untuk menjelaskan bentuk pematuhan dan pelanggaran kesantunan, serta implikatur yang timbul akibat pelanggaran kesantunan pada tuturan film My Stupid Boss 1. Pendekatan penelitian ini berupa pendekatan pragmatik dan pendekatan deskriptif kualitatif. Data penelitian ini berupa penggalan tuturan yang diduga terdapat pematuhan dan pelanggaran kesantunan berbahasa. Sumber data dalam penelitian ini yaitu keseluruhan tuturan di dalam

film. Teknik pengumpulan data menggunakan teknik simak bebas libat cakap dan teknik catat. Metode analisis data berupa metode padan, sedangkan metode penyajian hasil analisis data menggunakan metode informal. Dari 57 data, terdapat 19 data mematuhi pematuhan prinsip kesantunan, 38 data melanggar prinsip kesantunan, dan 15 implikatur yang muncul. Dari penelitian ini diharapkan dapat menemukan makna dalam sebuah film yang akan berguna dengan referensi dalam kehidupan. Abstract", "author": [{"dropping-particle": "", "family": "Wulansafitri", "given": "Inayah", "non-dropping-particle": "", "parse-names": false, "suffix": ""}, {"dropping-particle": "", "family": "Syiaifudin", "given": "Ahmad", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], "container-title": "Jurnal Sastra Indonesia", "id": "ITEM-1", "issue": "1", "issued": {"date-parts": ["2020"]}, "page": "21-27", "title": "Kesantunan Berbahasa dalam Tuturan Film My Stupid Boss 1", "type": "article-journal", "volume": "9", "uris": ["http://www.mendeley.com/documents/?uuid=c31e492d-72bc-4cf4-b798-c6a5bc8c8c19"]}, "mendeley": {"formattedCitation": "(Wulansafitri & Syiaifudin, 2020)", "manualFormatting": "Wulansafitri & Syiaifudin (2020)", "plainTextFormattedCitation": "(Wulansafitri & Syiaifudin, 2020)", "previouslyFormattedCitation": "(Wulansafitri & Syiaifudin, 2020)"}, "properties": {"noteIndex": 0, "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json"} examines language politeness in films, Ni'am & Utomo (2020) examines language politeness in debate practice, while this research examines the speech delivered by the owner of the TikTok account @iamegamei in one of his videos. The video contains @iamegamei's criticism of the labeling of Indians as "Vrindavan (Prindapan) people" in a negative connotation by Indonesian netizens. Matter This did it Because @iamegamei is a student who is studying for a master's degree in India, so he know more about the real situation of India. Apart from that, Vrindavan is Wrong One city sacred Hinduism which should not be used as a joke in speech. Thus, the video from the TikTok account @iamegamei is interesting to study how politeness language Which used when he criticizes, advise, as well as give enlightenment towards Indonesian netizens who use the term "Vrindavan people or Prindapan" to address Indians. Based on background Based on this, the formulation of the research problem is: how to analyze language politeness in one of @iamegamei's videos on the channel TikTok with use principle ten thimble owned by Leeches? Thus, this research aims to describe the form of language politeness in one of the videos @iamegamei in channel TikTok with use principle ten thimble owned by Leeches.

METHOD

This research consists of two approaches. Theoretically, the approach used is pragmatic, while methodologically the approach used is descriptive pragmatic qualitative. The data for this research are fragments of speech allegedly there is compliance and violation of the principle of politeness language with sources. The data is in the form of the entire speech on the TikTok account @iamegamei: “Indians, Not Vrindavan or Prindapan”. In qualitative research data which generated from data descriptive Good oral or non-verbally from the public Language. What is meant by descriptive research is research that produces data in the form of words or a description of something (Djajasudarma in Lestari & Yuniawan, 2021: 18). Meanwhile, data collection methods contained in qualitative research include four types of methods, namely observation (listening), interviews (capable), documents and audio-visual materials (Creswell in Tampubolon et al., 2021: 63). The method used in this research is the observation method with advanced note-taking techniques. According to Sudaryanto (2015: 205) method take a look is method collecting data by observing language use. As for analyzing data used method match pragmatics, that is with use tool decider in outside language of the research object (Sudaryanto, 2015: 15). Furthermore, the data is presented using formal and informal methods.

RESULTS AND DISCUSSION

There are a number of experts who have expressed their opinions regarding the principles of language politeness. Wrong the other is Leech whose theory is used in this research. Leeches bases his theory on rules in the form of a thimble containing advice which, if the speaker obeys, then his speech will fulfill the principles of politeness. According to Leech (in Wulansafitri & Syaifudin, 2020: 22) these principles are divided into ten thimbles, between other:

Generosity Thimble (*Generosity Maxim*)

The thimble of generosity is a thimble that seeks to reduce profits for oneself and maximize profits against speech partner. Obedience to the thimble of generosity is contained in speech that contains meaning respect the interlocutor.

Thimble Consideration (*Tact Maxim*)

Thimbles rather than feelings are thimbles that try to provide the speaking partner with the lightest possible cost, but with great benefits. This is as stated (Fawziyyah & Santoso, 2017) that thimble rather than feeling is thimble which contain advice which involves giving the lightest possible burden to other parties, but with profit as big as possible.

Appropriate Thimble (*Approbation Maxim*)

A favorability thimble is a thimble that seeks to minimize vilification and maximize praise for others. Ramadhan & Djunaidi (in Pea & Armia, 2022: 24) state that the characteristic of obeying the thimble of favor is that the speech is pleasant or contains praise and does not offend or contain insults to other people.

Thimble Humility (*Modesty Maxim*)

Thimble humility is thimble Which endeavor Minimize praise and maximize self-deprecation. Pea & Armia (2022: 24) in his research says that a speaker should either escalate the embarrassment or go on the offensiveto yourself. So the speaker should not be too polite in language praise himself.

Obligation Thimble S to O (*Obligation of S to O Maxim*)

The S to O liability thimble is an error-focused thimble and S's obligation to O, for example in the form of an apology for a mistake, a thank you thank you for help, etc. (Wulansafitri & Syaifudin, 2020: 23) . In this thimble, S as the speaker apologizes or thanks the speaker No do error. S is speaker Which value O as partner said. Violation of the S to O obligation occurs when the speaker does not respect the speaker by not respecting the speaker's obligations towards the speech partner (S to O). In this case, the speaker does not express an apology or express thanks for the help speech partner (Nisa et al., 2021) .

Thimble Obligation O to S (*Obligation of O to S*)

Thimble obligation O to S is the opposite from thimble obligation S to O. In thimbleThis, O honor S with request Sorry And thank you love on help Which given by S. Therefore, it is said that the speech partner (O) obeys politeness if the speech partner respects the speaker (S). Violation of the obligation O to S occurs if the interlocutor does not honor his obligations to speaker with No apologize or thanks to the speaker.

Agreement Thimble (*Agreement Maxim*)

The thimble of agreement is thimble Which minimize disagreement between self Alone with party other And maximizing agreement between yourself and the other party. Compliance with the agreement agreement is characterized by an agreement between the speaker and the speech partner (Chamalah, 2022) .

Thimble of Silence on Opinions (*Opinion-Reticence Maxim*)

The thimble of silence regarding opinions is the thimble that seeks to provide values more on other people's opinions. The basic principle of this thimble is not to seek opinions personal but prioritizing the opinions of other parties, minimizing the sense of rightness of opinions yourself and maximizing other people's opinions (Nisa et al., 2021: 234) .

Sympathy Maxim

Thimble sympathy is thimble Which his speech maximizing flavor love affection (sympathy) between each other and minimizing hatred (antipathy) between the speaker and the other party. Maximize sympathy not only for the person affected by a disaster , but also for the speaker who has had the good fortune of something. Basic principles This thimble for sympathy is to minimize feelings of antipathy towards other people to a minimum And cultivate self-sympathy with other people as much as possible.

Thimble Feeling Still (*Feeling-Reticence Maxim*).

The thimble feels that silence is a thimble that attempts the speaker to provide value more towards other speakers by pressuring yourself to be silent. Principle The basis of this thimble is to admit that the speaker does not want to lie or act mocking so that he pressures himself to be silent over other people (Nisa et al., 2021: 236) .

In a 2 minute 46 second video on @iamegamei's TikTok account: "PeopleIndia, No Vrindavan or Prindapan" 11 utterances were found that contained principles language politeness. Of the 11 utterances, 3 utterances consist of obedience and 8 utterances in the form of a thimble violation.

Table 1. Speech Which Contain Compliance And Violation Principle Politeness Speak

TYPES OF THILE	COMPLIANCE	VIOLATION
Consideration	1 speech	2 utterances
Appropriateness	1 speech	4 utterances
Humility	-	1 speech
S's obligations to O	1 speech	-
Consent	-	1 speech

Compliance with the Principles of Politeness in Language on @iamegamei's TikTok Account: Person India, Not Vrivadan or Prindapan

On @iamegamei's TikTok account, 3 utterances were found that complied with the 3 principles of language politeness Leech, namely thimble rather than taste 1, thimble permissibility 1, thimble obligation S to O 1.

Thimble Consideration (*Tact Maxim*)

"If you really want to complain, it's possible against Indians make uncomfortable or disturbed, please feel free."

In speech there is a thimbleful obedience rather than a feeling due to the speaker maximizing advantage over others as indicated by the use of the word *please*. In this case, the word *please* has the intention of providing an opportunity speech partner to convey his complaint without being forceful. This is in line with the research results Andriana & Tressyalina (2022) who say that the word *please* in a speech indicates that there is no coercion on the other party, so there is no harm because they were given freedom. Thus, the speech obeys thimbles rather than feeling.

Appropriate Thimble (*Approbation Maxim*)

" Like this, with No reduce flavor respect Which I have , -dress I looks—me want to people stop For mention person India as a Prindapan resident or Prindapan person."

In speech there is compliance thimble approval. This is indicated by the clause "*with No reduce flavor respect Which I have*" which shows that speaker maximizing respect to partner said. When want to said, speaker moreover put it first respect to partner said, so that show exists politeness language carried out by the speaker before starting the speech act. According to Chamalah (2022) in his research, polite speech (in obeying the thimble of favor) is characterized by the speaker's efforts as best as possible in giving appreciation and respect to the speech partner. Thus, the speech is in accordance with Chamalah's opinion because it both contains maximal respect for the speech partner.

Obligation Thimble S to O (*Obligation of S to O Maxim*)

"There are many other cities here. It's not necessarily the person you call Prindapan from Prindapan. Many cities other! Thank You."

In speech there is compliance thimble S to O because it contains polite speech acts which shows high attention from the speaker to the speech partner. Previously, speaker mention cities in India Which No only consists on Prindapan, Then the speaker gives advice related presumption netizens about city Vrindavan And speakerend it with say *accept love* , so that happen compliance thimble obligation S to O which shows the politeness of language carried out by speaker. This is different from the research conducted It is Chamalah (2022) who incorporates the expression *matur nuwun* , in Indonesian 'thank you' , into the obedience of

humility. This difference occurs because Chamalah still uses Leech's six thimbles principle. However, currently Leech's principle of language politeness has been updated to ten forms, one of which is the S to O obligation. In this update, the expression of *thanks* is included in the S to O obligation because it shows the speaker's high level of attention to the speaker. .

Violation of Politeness Principles on @iamegamei's TikTok Account: Person India, Not Vrivadan or Prindapan

On the TikTok account belonging to @iamegamei, 8 utterances were found that violated Leech's 4 principles of language politeness, namely thimble rather than taste 2, thimble favorability 4, modesty thimble 1, and agreeableness thimble 1.

Thimble Consideration (*Tact Maxim*)

Like this, with No reduce flavor respect Which I have, —my clotheslooks— I want people to stop referring to Indians as Prindapan residents or Prindapan people .”

In this speech there is a violation of thimbles rather than feelings in the quote "*I wantpeople stop For mention Indians as citizens of Prindapan or Prindapan people*" because the speaker demands that Indonesian netizens stop the habit of calling Indians Prindapan citizens or Prindapan people. Speaker demand party other For remove his habit by burdening other parties and reducing the profits of other parties. Matter This shows that there is impoliteness in language carried out by the speaker because exists prosecution of the speaker, even though the speaker's order is well-intentioned.

" You must not attack personally, especially regarding SARA."

In this speech there is a violation of thimbles rather than feeling Because speaker minimize profits and maximize the burden on other parties. The speaker ordered interlocutor not to attack other people, in this case the netizen who said it person India with “people Vrindavan or Prindapan”. Even though the speech is well-intentioned, if it is delivered at the expense of other people, then the speech violates feelings.

Chamalah (2022) in his research, he said that the characteristic of a violation of thimble rather than feeling is when an utterance does not use subtle imperative words, for example the word *please* . Thus, this opinion is in accordance with the quotations in the two utterances above which do not include the word *beg* , so that these two utterances violate thimbles rather than feelings.

Appropriate Thimble (*Approbation Maxim*)

“Why? Because maybe you all don't know, right? How holy is the city of Vrindavan for Hindus people in this world this, especially Indian people.”

In this speech there is a violation of the thimble of favor because the speaker belittles all Indonesian netizens. The speakers assume that they do not know the sanctity of Vrindavan City. This means that the speaker minimizes praise and maximizes vilification of the speech partner, which results in offense thimble of pleasure.

“Because people are like this, the word Vrindavan is the context Bad.”

In this speech there is a violation of the thimble of pleasure because the speaker does not maximizing respect to partner said. Speech " *people Which like this nih* " shows that the speaker criticizes the speech partner who uses the words Vrindavan or Prindapan so that the context of the holy city becomes negative. Thus, the speaker blames and hurts heart interlocutor thereby violating the thimble of approval.

"You already know that their population is greater than ours. You've lost."

In this speech there is a violation of thimbles approval Because the speaker means belittle resident Indonesia that they will lost If face to facewith resident India Which own amount resident more Lots. The sentence " *You've lost.* " shows the speaker's attitude that maximizes the vilification of other people so that violate thimble of pleasure.

“Aren't you angry? Angry! Moreover, Indonesians are angry on the internet.”

In this speech there is a violation of the thimble of pleasure Which looks from speech " *Especially person Indonesia craftsman angry in Internet* ". Matter This happen Because speaker not maximizing respect to party other And assume that all person Indonesiaonly limited 'craftsman angry in Internet'. In this way, the speech hurts the speech partner's feelings which results in a violation of the thimble of pleasure.

According to Chamalah (2022) In his research, a violation of favorability occurs when a speech maximizes disrespect for the speech partner and usually hurts the speech partner. So, it can be concluded that the four statements above also violate the thimble of pleasure, in accordance with Chamalah's opinion.

Thimble Humility (*Modesty Maxim*)

“If you see, I never say anything with my mouth, people India with Prindapan citizens, Prindapan people.”

In speech there is a violation of the maxim of humility because the speaker maximizes praise for himself. By saying " *I'm not. Have you ever mentioned this with my mouth,* " the speaker maximizes his praise for himself never called Indians Prindapanese. Wijayanti (2020) states that a violation of humility occurs when the speech shows the speaker's self-arrogance. So, the statement above is in accordance with Wijayanti's opinion because it shows the speaker's arrogance in the form of maximizing praise.

Thimble of Agreement (*Agreement Maxim*)

"Cave ask Formerly, you guys know Vrindavan from where? Krishna right? Certain? Krishna series, right?"

In this speech there are violations of the maxim of agreement because the speaker forces his opinion. Correct. The speaker is forceful, party other. For agree with his statement that everyone knows the city of Vrindavan from the serial *Krishna* . Thus, the speaker has minimized agreement with party other which results in a violation of the maxim of consent. In the research conducted Chamalah (2022), a speech is said to violate the threshold of agreement when the speech does not contain an agreement . So, the speech above is in accordance with Chamalah's opinion because in the speech above the speaker forces his opinion to be approved by the other party , so there is no agreement between the speaker and the speech partner .

CONCLUSION

Based on the results of language politeness analysis on the TikTok account @iamegamei: " People India, No Vrindavan or Prindapan" found 11 utterances which contain principles of language politeness. Of the 11 utterances, there are 3 utterances in the form of obeying the maxim, namely maxim rather than feeling, maxim pleasure, and maxim obligation S to O. As for 8 other speech forms of maxim violation, that is, maxim rather than feeling, maxim maxim, maxim humility, and the maxim of acquiescence. Thus, the video on the TikTok account @iamegamei: " People India, No Vrindavan or Prindapan" is dominated by violations of language politeness which results in @iamegamei's speech becoming impolite.

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