Politeness Markers in LPDP’s Social Media Postings
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ARTICLE INFO
Keywords: Politeness Marker, LPDP, Social Media, Posting

ABSTRACT
This article analyses the politeness markers in LPDP’s social media postings. This study uses descriptive qualitative method. Data sources is from LPDP’s Instagram account postings from January to June 2024. The data was selected based on the relevance to the discussion topic. This study found that there were 5 types of politeness markers inserted into the utterance of each posting’s caption. The variety of the markers are mari, ayo/yuk, local greetings, cultural greetings, and downtoners. The use of these markers has softened the content of the captions, as well as avoid the pressure to the audience of LPDP.
INTRODUCTION

Communication has several purposes. One of the purposes is to deliver messages. The message can be delivered in both oral and written form. Message are delivered for various purposes, such as invitation, instruction, greeting, welcoming, request, or warning. In educational field, communication’s aim is for knowledge sharing (Alawamleh, Al-Twait, Al-Saht, 2020). It is expected that the communication will connect people and help to build good relationship. An effective communication is produced when both speakers and addressees understand each other. Whenever there are potential barriers that prevent effective verbal interaction, particular strategy should be adopted to overcome them (Radhika, 2018).

Establishing social relationship is another aim of communication. As suggests by Roberts and Dunbar (2011), communication might avoid social relationship from decaying over time. In building social relationship, some strategies of communication should be applied in order to reach the goal of the communication. The strategy can be indirectness, being implicit, or using politeness markers. The use of appropriate strategy is vital in allowing good communication and enabling the relation between interlocuters run harmoniously (Sukarno, 2018). Wrong strategy might result in communication failure.

Communication strategy is a study discussed under the field of pragmatics. Politeness strategy in language use has been long discoursed by many experts. Politeness researches are conducted from time to time. The results reveal fascinating facts about how language use never stops progressing. Language use advances since it integrates with other matters such as communication technology.

LITERATURE REVIEW

The development of internet technology has transported people into a new life that has no limit. Internet allows the connection among people regardless the barriers such as geographical location, social status, or gender differences. Digital tools becomes more powerful in social interaction (Elza, 2019). The emergence of social media platforms has a great impact in human connection, especially in communication. Some platforms such as Facebook, Instagram, TikTok, Threats or X becomes powerful tools to share information as well as to connect individuals. While in the past information was distributed to society through limited media such as television, newspaper or magazines, at the present time the tool option is added with social media.
METHODOLOGY

This study uses descriptive qualitative method. The data used in this study is taken from publicly open document inventing from the Instagram (Ig) account page of LPDP (Lembaga Pengelola Dana Pendidikan / Indonesia Endowment Fund for Education) with the username @lpdp_ri. LPDP itself is a public service agency of the Ministry of Finance of Indonesia mandated with managing the state’s education endowment fund. Investment in the fund partially fulfill a clause in the Constitution of Indonesia stipulating that the government spend at least 20% of the state budget on education. More than 24,000 Indonesian has been awarded funding to continue their higher education, within Indonesia or overseas since 2012. The awardee signed a contract that obliges them to return to Indonesia upon finishing their study overseas (Rachman, 2023). To share the information regarding the scholarship or other LPDP’s events, it delivers the information through some media, such as official website and social media account. Its Instagram account actively share a lot of event and schedule information for the opening of the sponsorship opportunities each year. The data is restricted to the postings or the captions issued during 2024, from January to June (6 months). This time range is taken because LPDP account productively issues its postings so the amount of data is adequate to measure the politeness strategy.

The instrument which is used to analyse the data is the taxonomy of politeness structure suggested by House and Kasper (1981). They proposed eleven categories related to politeness markers in language use as follows:

1. Politeness markers, which is the expression added to the utterance to “show deference to the addressee and to bid for cooperative behaviour”. Some examples of this marker are please, polite phrase such as “

2. If you would’nt mind/don’t mind, and tag question combined with imperative structure, such as close the door, will you?

3. Play – downs, which means reducing the degree of perlocutionary effect an utterance most likely to have on the addressee. There are some strategies for this option, such as the use of the past tense (I wondered if……., I thought you should ….), the use of past progressive (I was wondering……. I was thinking you might…..), the use of an interrogative combined with modal verbs (would it be a good idea……, could we…….), or negative interrogative with a modal verb (wouldn’t it be a good idea if……. couldn’t you…..).

4. Consultative devices, means involving the addressee in the structure and ask for their cooperation, for example, would you mind…..?, could you……?

5. Hedges, which means avoiding giving a precise content by leaving an option open for the addressee to impose his/her own intend, e.g., kind of, sort of, somehow, more or less, rather.

6. Understatement, means underrepresenting the propositional content of the utterance by adding phrases functioning as adverbial modifiers, such as, a bit, a little bit, a second, a moment, briefly.

7. Downtoners, which is by decreasing the impact of an utterance by saying just, simply, possibly, or perhaps.
8. Committers, which is by lowering the degree to which the speaker commit him/herself to the content of the utterance, by saying phrases such as I think, I believe, I guess, in my opinion.

9. Forewarning, which is a strategy when a speaker makes some kind of metacomment or invokes a generally accepted principle which she/he is about to flout, such as you may find this is a bit boring, but....., far be it for me to criticize, but......!

10. Hesitators, which means filling up pauses with non-lexical phonetic material, such as uuh...., err...

11. Agent avoiders, which means impersonalising the agent doing an action, for example an utterance such as people don’t do X, or using passive sentence.

As an addition to the principle of politeness proposed by House and Kasper, Tessonneau (2005) also proposed that the use of local or cultural greetings is part of politeness rituals as greetings are cultural codes in each community. Therefore, to greet audiences from particular region or tribe by using their own greetings or local language is an act of doing politeness. Related to Indonesian local linguistics politeness, Rahardi (2005) suggests some linguistics markers frequently used by Indonesian speakers, such as tolong, mohon, silakan, mari, ayo, biar, coba, harap, hendaknya, hendaklah, -lah, sudi kiranya, sudilah kiranya, and sudi apalah kiranya. These markers increase the degree of politeness in Indonesian language.

RESULTS AND DISCUSSION

Investigation into LPDP ig account, which is lpdp_ri, revealed that there were 99 posts issued by LPDP from January to June 2024. It means, LPDP releases 17 postings every month at average. The caption of each postings demonstrates the use of a variety of politeness markers. The following discussion describes the markers.

1. Ayo / Yuk As Politeness Marker

Politeness marker ayo/yuk usually is used to invite the reader to do certain action. Ayo and Yuk are both informal forms. The function is to invite readers or addressees to do certain act. As the provider of one of the biggest scholarships in Indonesia, LPDP would like to invite as many as possible participants in its program. There is a large quantity of the messages in the postings which campaign for the programs. Here are some examples:

Yuk ikuti sosialisasi daring beasiswa LPDP tahap 2 tahun 2024.
Gagal kemarin? Yuk daftar lagi aja! Pendaftaran beasiswa LPDP tahap 2 kembali dibuka.
Penasaran dengan dana abadi dan fungsinya? Yuk Simak video berikut untuk info lebih lanjut

Yuk Kembali ambil kesempatan di pembukaan seleksi beasiswa LPDP berikutnya di tahap kedua tahun 2024. Semangat !!!
2. Mari as Politeness Marker

In Bahasa Indonesia, the word mari has the same meaning and function with ayo. Mari, as well as ayo, is used to persuade someone to do particular action. Unlike direct imperative, the involvement of mari in an imperative makes the utterance softer, such as in the following example:

*Mari tingkatkan kualitas layanan demi Indonesia yang lebih baik Bersama LPDP. Ayo tunggu apa lagi? Mari berkumpul, terhubung, dan belajara bersama di acara LEAD LPDP. Beli gorengan di pinggir jalan, jangan sampai kelewatan.*

3. Local Greetings as Politeness Marker

LPDP sponsors the whole Indonesian people. The program is addressed to all existing ethnic groups regardless any cultural background. However, some programs are made for particular group of people. Therefore, special greetings are used to indicate the specific audience the message are addressed to. Here are some examples:


4. Cultural Greetings as Politeness Marker

In special occasion, such as religious festivals, LPDP shares special postings for the people celebrate it. Since the message and the audiences are definite, the captions usually insert particular cultural greetings which is relevant to the specific audience. Here are some examples:


Rahajeng Nyangra Rahina Nyepi. Di hari ini umat Hindu menepi dari berbagai bising dan riunya dunia, menyepi dari rasa serakah nafs manusia.

Gong xi fa cai! Selamat tahun baru Imlek 2575. Selamat merayakan dengan keluarga dan orang-orang tercinta di hidupmu!*

5. Downtoners as Politeness Marker

The use of downtoner in an utterance has a function as the softener of the sentence. By using downtoners, it is expected that the sentence will not leave a precise or strong impact the readers. Therefore, the sentence feels more soft and polite. In English, the use of some terms such as perhaps or maybe has downtoner function. In Indonesian language, kira-kira and mungkin are common downtoners, such as:

*Kira-kira apa perbedaan yang mereka rasakan di 2 PK? Bagaimana mereka memandang diri mereka sendiri di masa depan?

Timeline hidup masing-masing kita tentu berbeda-beda. Diantara kita mungkin dianugerahi kesempatan untuk bisa studi lanjut secara satset tak lama setelah wisuda S1/S2, namun ada pula yang harus mencari nafkah, mengumpulkan pengalaman.....
CONCLUSIONS AND RECOMMENDATIONS

Politeness in communication is an essential dimension to the Indonesian people interaction. While in the past politeness strategy is applied in face to face conventional interaction, At the present time, it is also brought into virtual interaction in social media. LPDP, the provider of the biggest scholarship in Indonesia applies a variety of politeness markers in their postings.

The analysis to the data collection indicates that there are 5 types of markers use in LPDP’s Instagram postings. The politeness markers are mari, ayo/yuk, local greetings, cultural greetings, and downtoners. The insertion of these unique markers is able to make the caption in each posting become soft. The imperatives give less pressure, therefore they feel like invitations, rather than instruction, to the audience. The use of correct politeness strategy is essential to build a good communication between LPDP and its audiences.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of Politeness Markers in LPDP’s Social Media Postings in order to improve this research and add insight to readers.

REFERENCES


