

A Politeness Strategies Used By Indonesian Journalists On Racism

Ade Mulaiawan ^{a,1,*}, Suswanto Ismadi Megah S ^{b,2,*}, Nurul Aimi Razali ^{c,3}

^aUniversiats Riau Kepulauan, Indonesia

^bUniversiats Riau Kepulauan, Indonesia

^cUniversiti Tun Hussein Onn, Malaysia

¹ ademulaiawan04@gmail.com, ² megah76@yahoo.co.id, ³ aimirazali@yahoo.com

* Corresponding Author



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ABSTRACT

This study analyzed politeness strategies of the journalists on racism issue of Papuans. This study used Politeness strategies of Brown and Levinson, mainly bold on record and off record strategies to identify the journalists' politeness. This study employed descriptive – qualitative method to find out politeness of the journalists to report the issue of racism. The data were got from five articles in the Jakarta Post English Newspaper published in Jakarta. The findings were 33 frequencies which consisted of Off record with 20 frequencies (60.6%) and Bald on record with 13 frequencies (39.4%). Each frequency came from the amount of the cooperation of data between Off record and Bald on record. The mostly strategy used was "give hints" because the journalists wanted to state his wishes about the racism in Papua. This study concluded that the articles written by the journalists explored much about the racism done face to face to the interviewee so the information conveyed more valid.

KEYWORDS

Politeness
Racism
Indonesian Journalists

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1. Introduction

Journalism is a form of writing that tells people about things that actually happened, but that they may not already have known about. People who write journalism are called "journalists". They may be working for newspapers, magazines, websites or TV or radio stations. Journalism is the collection of news material (coverage), the reporting of events, the writing of news, the editing of news texts and the presentation or dissemination of news (publication / release) through the media. Trough the media, the journalist has some styles to broadcast the news politely (Zelizer, 2005: 66). This makes the media looks nice. Therefore, it is important to convey the message politely in order to make the reader more enjoyable (Astuti et al. 2019). Journalism has certain identifiable characteristics and practices that can be distinguished from other activities and productst. They also make it indispensable for a democratic society. According to Zelizer (2005: 72), journalist is a servicer in the public interest, one that is shaped with an eye toward the need of healthy citizenship.

Politeness is then a major source of deviation from such rational output, and it is precisely this deviation which communicates. According to Yule (1995: 106) politeness is a system of interpersonal relationships to promote human interaction by eliminating possible disputes and confrontations that are inherent in all human interchanges. In addition, he also notes that politeness is defined as strategies (or series of strategies) employed by speakers to achieve a variety of objectives, such as fostering or sustaining harmonious relationships. In additional, politeness is a form of behavior that is intended to develop and maintain mutually beneficial interpersonal relationships Leech (1983).

Newspaper is part of the correspondence that brings us knowledge on outside world affairs, challenges and changing characters. In order that it will be interesting, or even exciting, there is the important key of news as a medium to inspire those who are well educated. According to Lynch & Pear (2002: 7), the newspaper consists of different types of content including articles, ads, listings and graphics. A newspaper aims at a large circulation of general readers and is primarily a vehicle for topical news and information. For this analysis the writer used the Jakarta Post newspaper.

Jakarta Post Newspaper is one of Jakarta, Indonesia's best recognized media outlets. The Jakarta Post in Indonesia is a daily English language newspaper owned by PT. Bina Media Tenggara, and the headquarters is in Jakarta, the nation's capital. The Jakarta Post was established in 1983 (Bria et al, 2019: 256).

The researcher used the newspaper of the Jakarta Post to analyze racism. Racism is defined as a global hierarchy of superiority and inferiority along human lines that has been produced and reproduced politically, culturally and economically for centuries by the "modern world system" (Grosfozxcguel, 2011).

According to Clair & Denis (2015: 857), racism is analytically distinct from racial crimination and racial inequality. Racial discrimination concerns the unequal treatment of races, whereas racial inequality concerns unequal such as income, education, health, etc. Racism usually concerns with the shape of body, color of skin and the background of a person. Based on this definition of racism allows us to understand the various forms of racism. Depending on the colonial history of different regions of the world, hierarchies of superiority / inferiority along human lines could be established through various racial markers. Racism can state that ethnicity, ethnicity, culture and / or religion.

This research analyzed the racism in Papua using the newspaper of the Jakarta post as the source of data. There were 5 articles of newspaper used to analyze the off record and on record on racism words. One of the title of the article was "Racism: My experience as doctor in Papua. Saturday, June 13th 2020/ 11:31 am." typed by Herliana Elizabeth Yusuf. The article stated her opinions about the "Bhinneka Tunggal Ika". She said "Indonesia are very proud of motto "Bhinneka Tunggal Ika" (Unity In Diversity) ironically, not everyone truly believe in the idea of respecting diversity in ethnicity, religion or race, or whatever differences in daily life". The second article was "Escalating intimidation, threats, ahead of high-profile treason verdict: Rights group". Tuesday, June 16th 2020/ 02:30 pm by Agustinus Boa Da Costa. Costa stated protest for prisoners: Student and activists from Papua political prisoner liberation committee rally in front of the supreme court building in central Jakarta on Monday, demanding that seven Papuans being tried at the Balikpapan district east Kalimantan be cleared of all charges. The third article was "2020: A year of meaningful diplomacy over Papua?" Monday, February 3, 2020/ 08:55 am by Ronny kareni. Ronny typed "Indonesia has in principle committed to granted the UN Human Rights Office access to Papua". The fourth article was "Cultural understanding: Panacea for racism, better approach for Papua". Friday, 27 September 2020/ 01:06 pm by Vidhyandika D. Perkasa. Perkasa typed about "The protest of the Papua community in several big cities on Java Island and in Papua as a result of racism experienced by Papuan students in Surabaya and Malang". The last article was "Papuan lives matter: George Floyd and colorism in Indonesia". Thursday, 4 June 2020/ 06:26 pm by Hamia Sophia Fatima. Fatima typed "mostly, it is important to reflect on how racism and colorism occur in our daily lives, and take steps to having relevant conversations and learning how to dismantle those valuable.

Politeness

According to Brown and Levinson (1987;92) theory of politeness strategy is divided into four kinds, they are bald on record, positive politeness, negative politeness and off record. Brown and Levinson (1987) state that the universal Politeness theory as an improvement of the idea from

Grice's and Leech Maxim's. The universal Politeness theories is based on conversational practice of three ethnics communities, involving three unrelated and quite difference language. English, Tamil, and Tzeltal, each of these languages demonstrate similarities in the way its respective speaker apply strategies to show politeness in rational communication (Astuti et al. 2019). Brown and Levinson refer a Model Person (MP). An MP consist of a fluent speaker of a natural language who is indowed with the properties of rationality, that is to say, the ability to reason from ends to mean that means that will satisfy those ends, and 'face'. The key concept of theories Brown and Levinson is idea of the 'face'. Brown and Levinson interpreted of the term derive from Goffman (1967) and from the English folk term 'losing face' and 'saving face'.

There are fifteen strategies that can be considered in analyzing off record (Brown and Levinson 1987). They are Strategy 1: Give Hints, Strategy 2: Give association clues, Strategy 3: Presuppose, Strategy 4: Understate, Strategy 5: Overstate, Strategy 6: Use Tautologies, Strategy 7: Use Contradictions, Strategy 8: Be Ironic, Strategy 9: Use Metaphors, Strategy 10: Use rhetorical questions, Strategy 11: Be vague or ambiguous, Strategy 12: Be vague, Strategy 13: Over-generalize, Strategy 14: Displace Hearer, Strategy 15: Be incomplete, use ellipsis, Using Bald on record actually the is face-oriented. In other words, where face is use simple's reciprocal orientation, so that every participant tries to consider what the other person is trying to guess. Since in S is fair to conclude, under certain cases, that Hearer would be particularly worried about possible breach of H's or S's retention. Strategy 1: Welcoming, Strategy 2: Farewells, and Strategy 3: Offers.

Journalist

Journalist is used to identify a servicer in the public interest, one that is shaped with an eye toward the need of healthy citizenship (Zelizer, 2005: 72; Albaek, 2011). Journalist have an occupational ideology which is a system of beliefs about what journalism is with claims to an exclusive role and status in society which keeps together their professional identity (Deuze, cited in Rottwilm, 2014). According to Golding and Elliot, cited in Rottwilm, 13: 2014) there are five ideal-typical values of journalist ideology, namely:

- a. Public service: journalist provides a public service (as watchdogs or newshounds, active collector.
- b. Objectivity: journalists are impartial neutral objective, fair and credible.
- c. Autonomy: journalists must autonomous, free and independent in their work.
- d. Immediacy: journalists have a sense of immediacy, actuality, and speed
- e. Ethics: journalists have a sense of ethics, validity, legitimacy.

Newspaper

Newspapers are increasingly obliged to operate in a competitive and fragmented readership and advertising markets, and hypersensitive to developments in media technology (Franklin, 2008). There are five terms should present on a newspaper (Wilzig and Seletzky , 2010:43). They are content, audience, graphic design, journalism ethnic, format size.

- a. Content: it emphasizes hard news on topic such as domestic and foreign policy, politics, economy, and national security.
- b. Audience: among the socio-economic elite, i.e opinion leaders and possessing higher education.
- c. Graphic Design: it emphasizes words and substance the popular press uses both content and form
- d. Journalism ethics: it assumed that elite press journalism practice is more driven by professional ethics than popular press journalism.

- e. Format size: generally, it broad-sized whereas the formats of popular papers are tabloid.

2. Method

In this research, the writers applied a descriptive qualitative method in analyzing the data. They used a qualitative method because the writers analyzed the descriptive data based on The Jakarta Post. According to Creswell (2009: 4) qualitative research is a way of investigating and interpreting the nature of the social or human condition by individuals or groups. This was so that qualitative research did not verify causal relationships by falsifying non-relationship hypotheses (Adi, Unsiyah, and Lestari 2019). The first thing that is important in determining a research topic is the basis of interest.

Data Collection

The data in this study were the words conveying racism in five articles on the Jakarta post as a source of data. Therefore, the writers then used several sources such as supporting data downloaded from some sources. The writers believed in some books related to analyze this study more easily. From internet sources, the writers found some material related to the study as a reference to simplify and complement this research data.

Procedures

At this section, collecting data has important place in this study. In the collecting data, the writers applied some procedures based on the Creswell theory. According to Creswell (2009: 178) information processing problems related to the data. Measures for data collection involve setting the study parameters for gathering observation information.

The researchers then did data analysis procedures after the writer checked and analyzed the data obtained. The procedures of the data analysis will be explained as follows: Firstly, the researchers downloaded the data obtained, then they separated the data based on its clause categories. Secondly, the researchers analyzed on the five articles of the Jakarta post. Thirdly, the researchers classified the words according on record and off record of the articles that have been selected. Finally, the researchers concluded the analysis.

3. Results and Discussion

Results

This study found the detained from the Jakarta post newspaper by using Brown and Levinson's (1987) theory especially Bald on record and Off record strategies. The researcher took the data in the utterance of the Jakarta post newspaper. The data of this study used transcript of the five selected articles in the Jakarta post newspaper. The data have been analyzed, the researcher found that journalistic uses of Bald on record and Off record as suggested by Brown and Levinson's theory (1987)). The data findings are described in the table 1.

Table 1. The Comparison between Bald on record and off record in the Jakarta Post

Types of Politeness Strategies	Frequency	Percentage
Off record	20	60.6%
Bald on record	13	39.4% ²
Total	33	100%

As can be shown in the table 1 above; there are 33 frequencies which consist of Off record with 20 frequencies (60.6%) and Bald on record with 13 frequencies (39.4%). Each frequency above

comes from the amount of the cooperation of data between Off record and Bald on record. The mostly strategies used in off record is Give hints, which is 10 data (50%), after that the strategy overstate is 3 data (15%), the next is give association clues is 2 data (10%), and the strategies of use tautologies, be ironic, use metaphor, use rhetorical question, be vague or ambiguous each of them has 1 data (5%). So, the frequency of Off record is 20 which has 60.6 percentage. The mostly strategy used on Bald on record is Maximum efficiency. They consist of 7 data (53.8%). Then, strategy Welcoming (15.3%) and metaphorical urgency emphasis, metaphorical urgency for high valuation of hearer's friendship, case of channel noise, permission that Hearer has requested each of them has 1 data (7.6%). It can be seen in table 2.

Table 2. The Frequency of the Off record on five selected articles in the Jakarta Post

Types of Sub- Strategies	Frequency	Percentage
Give Hints	10	50%
Give association clues	2	10%
Presuppose	0	0%
Understate	0	0%
Overstate	15	15%
Use tautologies	1	5%
Use contradictions	1	5%
Total	33	100%

As can be seen in the table 2 above, that the researcher found some types of strategy of Off record, which are: Give hints has teen of data, Give association clues has two of data, presuppose has zero of data, understate has zero of data, overstate has three of data, use tautologies has one of data, use contradiction has zero of data, be ironic has one of data, use metaphor has one of data, use rhetorical questions one of data, be vague or ambiguous has one of data, be vague has zero of data, over generalize has zero of data, and display H has zero of data. Based on the explanation table 4.1 above, the give hints is the most strategy that the journalist used, which is teen of data or 50 percent from the data as can be seen in table 3.

Table 3. The Frequency of the Bold on record in the Jakarta Post

Types of Sub- Strategies	Frequency	Percentage
Maximum Efficiency	7	53.8%
Metaphorical urgency for emphasis	1	7.6%
Metaphorical urgency for Hearer's friend	1	7.6%
Case of channel noise	1	7.6%
Permission that H has requested	1	7.6%
Welcoming	2	15.3%
Total	13	100%

As can be seen in the table 3 that the strategy of Maximum efficiency as seven of data, metaphorical urgency for emphasis as one data, metaphorical for high valuation of hearer's friendship as one data, case of channel noise as one data, task-oriented/paradigmatic instruction style face remedy would be meaningless in this kind of contact as zero of data, power different between S and H (S is higher) as zero of data, sympathetic advice or warnings as zero of data, permission that H has requested as one of data, welcoming as two of data, farewells as zero of data, offers zero of

data. Based on explanation 4.3 above, the maximum efficiency is the most strategy that the journalist used, which is seven of data or 53.8 percent from the data.

Discussion

In this section, the researchers would like to discuss and explain some data findings based on samples as in extracts to minimize the data analysis. So, the following data are examples of Off record used by journalist in the Jakarta post newspaper. According to Brown and Levinson (1987: 211), Off record Such as utterance is basically unjustified use of language to create an Off-record utterance, one says something which is either more general (contains less details in the sense that less potential state of affairs is excluded). This section, the data findings would be analyzed based on some examples of the strategies used by the journalists on racism issues of Papuans.

In this strategy the researcher wants to convey the strategy that used in the five selected articles. Strategy 1 is about Give hits which one of the off record strategies that the Speaker to state some of the speaker's wished conduct by providing tips to an addressee. Spokesman hopes addressee He knows what the speaker says. "The speaker makes use of this technique to suggest a detail To the Public. The details may be "request" or "request" from hearer speaker to do something. It is more detailed explanation as following extracts.

1) **Extract 1**

The claims of escalating intimidation come as a court in Balikpapan on Indonesian Borneo is expected to rule on a case against seven West Papuans who face between five and 17 years in prison on charges of treason for their purported involvement in anti-racist protests in August last year.

As can be seen in extract 1 that "Escalating intimidation, threats, ahead of high-profile treason verdict: right groups". The journalist used the strategy of give hints. The journalist use word "expected" which means that he wished to conduct by give a providing a rule on case against seven west Papuans.

2) **Extract 2**

Protests across several Indonesia cities on Monday called for all charges to be dropped.

As can be seen in second data is in eight line of article "Escalating intimidation, threats, ahead of high-profile treason verdict: right groups". The journalist used give hits strategy which in this sentence he typed "Monday" as a detail used of this technique to suggest the Public to do the protest.

3) **Extract 3**

The protests of the Papuan community in several big cities on Java and in Papua as a result of racism experienced by Papuan students in Surabaya and Malang, East Java, should not have been surprising.

As can be seen in the extract 3 that "Cultural understanding: Panacea for racism, better approach for Papua". In sentence the journalist gives an opinion about what have been happened in java. The word "should not have been surprising" means that the journalist wants to tell the public that this thing has happened (protest) for many times and still happens in several big cities in Java, Malang, East Java and Surabaya.

4. Conclusion

This study can be concluded that it is based on the Jakarta post newspaper. This study is analyzed based on the theory of by Brown and Levinson's Politeness theory (1987). Therefore, the researcher discussed the answer to the research question or formulation of the study. The conclusion is based on the data finding found there were 33 data based on the five selected articles in the Jakarta post newspaper. The researcher found twenty data of Off record strategy and thirteen data of Bald on record. The study found 20 data Off record, they are the researcher found some types of strategy of off record, which are: Give hints has teen of data (50%), Give association clues has two of data

(10%), presuppose has zero of data (0%), understate has zero of data (0), overstate has three of data (15%), use tautologies has one of data (5%), use contradiction has zero of data (0), be ironic has one of data (5), use metaphor has one of data (5%), use rhetorical questions one of data (5%), be vague or ambiguous has one of data (5%), be vague has zero of data (0%), over generalize has zero of data (0%), and display H has zero of data (0%). Based on the explanation table 4.1 above, the give hints is the most strategy that the journalist used, which is teen of data or 50% from the data. The study found thirteen data of Bald on record, which are: the strategy of Maximum efficiency as seven of data (53.8%), metaphorical urgency for emphasis as one data (7.6%), metaphorical for high valuation of hearer's friendship has one data (7.6%), case of channel noise has one data (7.6%), task-oriented/paradigmatic instruction style face remedy would be meaningless in this kind of contact has zero of data (0%), power different between S and H (S is higher) as zero of data (0%), sympathetic advice or warnings as zero of data (0%), permission that H has requested as one of data (7.6%), welcoming has two of data (15.3%), farewells has zero of data (0%), offers zero of data (0%). Based on explanation 4.3 above, the maximum efficiency is the most strategy that the journalist used, which is seven of data or 53.8% from the data. Thus, Off record strategies based on in the Jakarta newspaper, the most frequency used is give hints is teen data or 50%. In this article the journalist mostly used the strategy of give hints because the journalist wanted to state his wishes about the racism in Papua. In these articles the journalist has many understand about the racism and do face to face to the interviewee in order to get much information

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