Performance of Surya Paloh national politics of original communications

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Abstract. Research on the principle of courtesy in language has been done by a number of previous researchers, but previous researchers discussed more elements of politeness, politeness scale and politeness strategies, but less examined the use of politeness performance. The purpose of this study is to provide a description of the performance of the politeness of oral communication of the national political figure Surya Paloh. This research is a qualitative descriptive study that is the object of this research is the maxim of politeness found in speech when communicating. The source of research data is a youtube video related to a speech delivered by National political figure Surya Paloh. Analysis of this research data is based on interactive techniques through, four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and final results. The findings are six maxims of the politeness principle, first maxim wisdom 2 speech (2.5%), maximal generosity 13 speech (16.25%), maximal praise 18 utterances (22.5%), maximal modesty 5 speech (6, 25%), maximal agreement 27 utterances (33.75), and maximal sympathy 15 utterances (18.75%). Total data is 80 or (80%). So the maxim of politeness used by Surya Paloh in Political communication is the maximal agreement of 27 speeches (33.75%).

Keywords: Performance, modesty, communication

1. Introduction

Humans are social creatures who always need other people to meet their needs and survival. In meeting the needs of life, humans interact with one another by using symbols or what we currently know as language, with human language interacting and exchanging information in the form of conversation (communication). Communication is meant to occur in social life involving interpersonal communication. Communication is an important part of human life. As a primary development since humans were born, the aim is none other than for humans to be able to get a sense of security and to live in harmony and to achieve their desires, especially in language.

He uses of language in political communication that develops in the community emerges a number of issues, for example, the case of preaching about politeness that occurs in one of the national political figures. Based on these scopes, in pragmatics, the use of language is not only related to meaning, but also related to performance in politeness in language, social and politics. Performance analysis in speaking related to politeness in a language is a pragmatic

study. The study of politeness or well-known terms of courtesy, especially in political communication is very important to do. Politeness as a firm concept, such as ideas, polite social behavior, and ethics. In the concept of courtesy to describe it certainly requires the concept of face.

[1] Face refers to the social and emotional meaning that everyone has and expects others to obey. Politeness in one interaction can be defined as a tool used to show awareness about other people's faces. Pragmatics is the study of the meaning of linguistic expressions in context. [2] In linguistics there are two main streams, namely formalism and functionalism. The first refers to the view that linguistic studies are studies of language forms and substance (substances), the second refers to the opinion that linguistic studies are studies of speech functions. [2] Pragmatics is a study of the ability to use language to match sentences with context so the sentence is worth saying. Pragmatics is the study of the relationship between linguistic forms and their use. Through pragmatics, a person can speak about the meaning of what is meant by others, their assumptions, intentions or goals, and the types of actions (for example requests) that they pay attention to when they are talking. Performance can be interpreted as the level of achievement of results or "The degree of accomplishment" [3]. This means that the performance of an organization can be seen from the extent to which the organization can achieve goals based on the goals that have been set previously. Performance is the result of collaborative activities among members or groups of organizations in order to realize organizational goals.

Assessment of performance or also called performance is a very important activity. The assessment referred to can be made as input to make improvements to improve organizational performance in the next time. If an organization does not produce output in the form of material, performance is also a term for measuring the output or results of the organization. This explanation was discussed by Stodgil in relation to the problem of organizational output.

The most influential theory of politeness is the theory formulated by [4] stating that politeness is a fundamental thing in pragmatics because politeness is a universal phenomenon in the use of language in social contexts. Next Brown and Levinson's politeness theory is the concept of the face (face). These experts use the term "face saving" (facesaving view) by explaining that politeness is done to save the face of the speaker and the interlocutor which consists of positive and negative. A positive face is a positive image that people have of themselves and the desire to get approval. While negative faces refer to basic human demands for territory, private parts, and rights are not disturbed. [5] The principle of courtesy (PS) can be translated into six maxims, namely (a) maxim of wisdom (tact maxim), (b) maxim of generosity (generosity maxim), (c) maxim of praise (approbation maxim), (d) maxim of maxim modesty maxim, (e) agreement maxim, (f) sympathy maxim.

Research on politeness in language has been carried out in various countries. [6] in Canada, he found that choosing the right politeness strategy can build solidarity in communication. Based on this, it is suspected that the speech partner can be polite in the language, of course, the speaker who starts the conversation must be polite in the language first. Salom and Monreal's findings support the statement [7] that he found that the use of language is immodest and has a terrible effect on public discourse which is vital for a person who is full of democratic considerations. It also formed disputes in comments posted on the news. [8] conducted research on politeness in language. He found communicative behavior in electoral debates, especially related to the presence of elements of politeness or impoliteness in debates. Garcia's findings support Akinwotu's statement which also found two types of verbal behavior, namely polite and disrespectful verbal behavior with an offensive persuasive strategy and a defensive politeness strategy characterized by contestant's words.

In contrast to research conducted abroad, research in Indonesia is more focused on aspects of politeness of language that almost lose meaning because it has become a means to swear, revile, attack, even drop. This is also evidenced by several research results, such as research [9]. Their findings in the form of the use of politeness in language by the Mayor in West Sumatra, the performance of the use of politeness in language by the Mayor in West Sumatra can be said to be very good. Findings support the statement [10] conducting the same research on the use of politeness principles. The findings in the form of the performance of the use of the politeness principle of communication of the Governor and Deputy Governor of West Sumatra can be said to be very good. This is evidenced by the qualifications assessed based on a range of 1-100% with the correct percentage of 98% the use of the principle of politeness in language by the Governor and Deputy Governor of West Sumatra.

[11] examined the politeness of the language of the use of participants' social media Instagram. He found speech acts on interactions that existed in Instagram using the most positive politeness strategy that is 81.3% compared to other strategies. The next set of politeness strategy choices is followed by a negative politeness strategy (10.2%), a politeness strategy disguised (7.6%) then a politeness strategy as it is (3.4%). The tendency to choose the strategy above can be explained by showing the social variables that influence the choice. [12] Research on the performance of political communication in Surya Paloh's persuasive speech. He found the form of persuasive speech in Surya Paloh's speech obtained five classifications of assertive, directive, commissive, expressive and declarative speech. The performance of political communication in Surya Paloh's persuasive speech that is used is a form of directive speech.

Unlike the relevant research above, this research focuses more on politeness in language by critically examining the use of Indonesian by political figures namely Surya Paloh. From these observations, the problem that arises is how the use of language is seen in terms of the principle of courtesy and the principle of cooperation in terms of the effectiveness of communication. Therefore, the researcher will present a description of the politeness of spoken language seen from the principle of courtesy and the principle of cooperation in the effectiveness of communication of political figures with different objects.

Based on the use of language in the community or certain communication there are two functions of language, namely the use of language as a means of delivering information in communication and the use of language as a means of conveying certain purposes of the speaker to the speech partner. Submission of speech by the speaker to the speech partner can also be influenced by emotion, compulsion, objection to the question of the speech partner, giving rise to impolite speech [13]. [14] explains that communication made in human relations has a specific purpose. The campaign is one of the ways to get the achievement of support for a party. In conducting a campaign a campaign manager should be appointed who has expertise in the field of planning and communication strategies, or who has knowledge in politics.

2. Method

This research was conducted in Padang, and the process for conducting this research was carried out in stages. When this research began on March 15, 2018. This type of research is qualitative research with descriptive methods. Descriptive means research carried out solely based on facts or phenomena that are empirically alive to the speaker. This qualitative research aims to produce descriptive data in the form of oral communication of the national political figure Surya Paloh. [15] Qualitative methodology as a research procedure that produces descriptive data in the form of spoken words from people and observed behavior.

Accordingly, according to [16] descriptive research is not intended to test certain hypotheses, but only describe what they are about a variable, symptoms or circumstances. This study aims to obtain a description and explanation of the performance of the politeness of communication of the national political figure Surya Paloh. The data of this study is the use of Surya Paloh's oral language in communication using the principle of politeness. The data of this study are polite speeches in communication. The object of this research is the use of politeness principles in communicating. The research data source is in the form of youtube videos relating to speeches and interviews delivered by the national political figure Surya Paloh. This research data analysis technique is based on interactive techniques [17] Through this model, the analysis activities are carried out through four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and the final result. The flow of activities from data collection, data reduction, data presentation, and drawing conclusions. The series of data analysis activities are as follows:

Data analysis was performed with a listening technique, this stage produced a note about the verbal communication of the national political figure Surya Paloh. The data selection stage is the stage which includes the identification, classification, and numbering of speech acts, polite maxims and activities in conducting data analysis beginning with the data reduction stage. At this stage, the process of identifying, sorting and numbering data, and classification. The identification process is carried out on Surya Paloh's speech act when communicating. The data study stage includes structuring activities that have been reduced. The arranged data is presented in a table in accordance with the problem under study. The data presented in this table is reduced again by focusing on the simplification of speech. Furthermore, the collected data is analyzed and conclusions are drawn or verification carried out on the interpretation of the data after it is presented. Pragmatic interpretation emphasizes aspects of the study of the situation or context of the speech the principle of courtesy in Leech theory.

3. Result and discussion

3.1 Use of grammatical cohesion maekers

This study examines the performance of politeness in the oral communication of the national political figure Surya Paloh. This study describes the maxim of the politeness principle in communication can be seen in the following explanation.

The use of the politeness principle of national political figure Surya Paloh is there to obey and violate. The national political figure Surya Paloh obeys the wisdom maxim of 2 utterances (2.5%), the generosity of 13 utterances (16.25), the maxim of praise of 18 utterances (22.5%), the maxim of humility 5 utterances (6.25%), the maxim agreement of 27 utterances (33.75%), and the maximum conclusions of 15 utterances (18.75%). The national political figure Surya Paloh violates the maxim of wisdom 4 (20%), the maxim of generosity (-), maxim of praise 1 (5%), maxim of humility 12 (60%), maxim of agreement 3 (15%) and maxim of sympathy (-) This result shows the use of the principles of communication politeness of the national political figure Surya Paloh as much as 80 utterances and included in the criteria of "good".

To make it easier to understand the use of the politeness principles of oral communication of national political figures Surya Paloh is presented in table 1.

Table 1. Use of Principles for politeness of National Political Leader Surya Paloh

Number	Politeness	Data	Precentage
1	Obey	80	80%

	a. Tact Maxim		2	2,5%
	b. Generosity Maxim		13	16,25%
	c. Approbation Maxim		18	22,5%
	d. Modesty Maxim		5	6,25%
	e. Maxim Agreement		27	33,75%
	f. Sympathy Maxim		15	18,75%
2	Breaking	20		20%
	a. Tact Maxim		4	20%
	b. Generosity Maxim		-	-
	c. Approbation Maxim		1	5%
	d. Modesty Maxim		12	60%
	e. Maxim Agreement		3	15%
	f. Sympathy Maxim		-	-
	Total	100		100%

1. *(Tact Maxim)*

(01) "There is no problem for the NasDem for the Acehnese to vote. To all the politics he likes, choose whatever he likes ".

The said speech occurred on March 16, 2014, in an open field. At that time Surya Paloh carried out a campaign in Aceh and in Palembang. Arriving at the Mecca foyer Surya Paloh and convoy groups along with thousands of motorized vehicles surrounded the city of Banda Aceh including the Masjid Baitulrahman. In the Surya Paloh event in the beginning, around a thousand of these police officers, Surya Paloh highlighted several things, including violence in political terror that occurred in Aceh before the election. In utterance (01) it appears that obeying the maxim of wisdom is because its speech maximizes the benefits of others. Hali can be seen from the statement "There is no problem for the Nasdem to the people of Aceh to drop their choice on all politics they like, choose whatever they like". In that sentence, speakers give freedom in choosing and offering something that benefits others.

2. *(Generosity Maxim)*

(02). For this reason, "I give up the spirit of my body and soul through a political party that I founded, whose name is the NasDem party".

The said speech occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave a message and hopes for the chairman of the NasDem party. In his speech, Surya Paloh delivered a message with such energy and convinced the public that NasDem was the best in this country. In the room was filled with supporters of the NasDem party. In the speech (02) the speaker was seen obeying the maxims of generosity because his speech maximized the loss for himself. This can be seen from the statement "I surrender the spirit of my physical body through the political party that I founded, whose name is the NasDem party". In this case, the speaker tries to think of interest for others and disregards interests. From the speech uttered by Surya Paloh, of course, there is a leader who dedicates his life only to the NasDem party.

3. (Approbation Maxim)

> *(03). We also want to say "this is the Indonesian people, a nation that has a high culture. A nation that has the ability of civilization that can be used as a thumbs up from any community from the face of this earth ".*

The said speech occurred on January 13, 2014, in a closed room. Surya Paloh is the general chairman of the NasDem party. In his speech, Surya Paloh delivered a message with such energy and convinced the public that NasDem was the best in this country. In utterance (03) speakers appear to choose maxim praise by maximizing praise to the party in question. This can be seen from the statement "this is the Indonesian nation, a nation that has a high culture. A nation that has the ability of civilization that can be used as a thumbs up from any community from the face of this earth ". This means that speakers praise the Indonesian people who have a culture and have a good civilization in this country. For this reason, the community of the new community can maintain this nation and remain the best nation on the face of the earth.

4. (Modesty Maxim)

> *(04) The same means how important the meaning of the existence of the brothers is. "I certainly have high hopes that we can become something, something in which our opponents of compote on the battlefield of the upcoming 2014 elections will give respect and respect to us".*

The said speech occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave a message and hopes for the chairman of the NasDem party. In his speech, Surya Paloh conveyed his message with energy and convinced the public that NasDem was the best in this country. Inside the room was filled with supporters of the NasDem party. In utterance (04) it is a speech that violates the maxim of humility. It was marked by the statement "I certainly put great hopes that we could become something, something in which our opponents of compote on the battlefield in the 2014 elections will come to give respect and respect to us". In this case, it can be concluded that speakers perceive that we can become a unit. Surya doesn't expect much unless Indonesia moves forward. NasDem will oversee the government in the future if the Indonesian people provide respect and respect for this nation. This means that speakers are humble by reducing self-praise. Speakers do not brag about others.

5. (Maxim Agreement)

> *(05) I want to give this. "This is what I expected and I say, brothers, I hope, I pray, I am not alone, I have you on the right, left, face and back."*

The said speech occurred on January 13, 2014,in a closed room. At that time, Surya Paloh gave a message and hopes for the chairman of the NasDem party. In his speech, Surya Paloh conveyed his message with energy and convinced the public that NasDem was the best in this country. Inside the room was filled with supporters of the NasDem party. In utterance (05). There is compliance with the maxim of the agreement by saying something that is not excessive, so that what is conveyed can approve certain parties. This can be seen in the statement "I pray, I am not alone, I have you on the right, left, face and back". The phrase "I

have you" in the speech shows that the speaker did not try to conclude unilaterally what was said, but there was an agreement between the two parties.

6. (Sympathy Maxim)

> *(06). I trust the brothers. No matter how weak you are, but when you are aware of your weaknesses and you want to get up, say you want to get up you will be one of the strengths of all of my brothers.*

The said speech occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave a message and hopes for the chairman of the NasDem party. In his speech, Surya Paloh conveyed his message with energy and convinced the public that NasDem was the best in this country. Inside the room was filled with supporters of the NasDem party. In the utterance (06) there is obedience to the maxim of Conflict by maximizing sympathy for others. This is indicated by the statement "but when you are aware of your weaknesses and you want to get up, say you want to rise you will become one of the strengths of my brothers and sisters". In this case, the speaker invites to give a sense of care to the people to rise up and haraus realizes that weakness and unites for this Indonesian nation.

7. (Breaking the Wisdom Maksim)

> *(7) From today I command you. Are you ready, brothers and sisters to win this competition? Are we ready to unite among us? Are we ready to get rid of the bad things that don't have to be among us? We are united for this, my brothers and sisters all! ".*

In the example of speech 22, it is a speech that violates the wise maxim, making the lowest possible loss of others. That is, the speaker uses an unsustainable strategy to not demand a direct response in the form of the actions of others in the form of suggestions, advice, or positives using the question sentence to express a command. The context of the speech occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave the message and hopes of the chairman of the NasDem party. In his speech, Surya Paloh delivered a message so energetically and convinced the public that NasDem was the best in the country. Inside the room was filled with supporters of the NasDem party. In a speech (7) in this case, it can be concluded that the speaker considers that by joining the NasDem party supporters the party is not easy to get rid of. For this reason, speakers expect cadres and supporting parties to be united for the sake of this nation. This means that the speaker is too coercive for the speaker, so the speaker feels disadvantaged. As if the speaker does not give freedom to others, it causes the other person to feel disadvantaged.

8. (Breaking the Maximum Praise)

> *(8) Even for the sake of anything that says Indonesia will disperse in 2030. We are surprised, wa is near Indonesia wants to disperse.*

In the speech data (8) is a speech that violates the maxim of praise, the maxim that intends to threaten the opponent's face. do not say things that are unpleasant to others, do not berate, do not criticize and slander others. The speech act occurred on March 22, 2018 in the meeting

room with the theme of Prabowo's statement, Surya Paloh Beware of giving Stetmant. Surya Paloh said that leaders must be careful in delivering Stetmants or statements. He said this when he was a limited campaigner for the candidate for the Regent of Minahasa, namely Ifan Sarungdajang. Can be seen in the speech data. It was seen in the statement "We were surprised, wa is close to Indonesia wants to disperse". The speech threatens the face of the parties in question by directly criticizing the satire expressed by Prabowo about Indonesia will disband in 2030 which is not necessarily tested.

9. (Breaking the Maximum Humility)

(9) The nation is threatened, "your leader in the NasDem party does understand this

Speech 9 seems to violate the maxim of humility. That is, the speaker overly praises himself. The context of the speech occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave the message and hopes of the chairman of the NasDem party. In his speech, Surya Paloh delivered a message so energetically and convinced the public that NasDem was the best in the country. Inside the room was filled with supporters of the NasDem party. In a speech (9) "your leader in the NasDem party does understand this". The speech intends to praise oneself by saying that he has been tested and seems too excessive in flattering himself and his party, NasDem. In this case, Surya Paloh as chairman of the NasDem party will try to understand his people so that Surya Paloh will do the best for this nation. Likewise, the speech act occurred on January 13, 2014, in a closed room. At that time, Surya Paloh gave the message and hopes of the chairman of the NasDem party. In his speech, Surya Paloh delivered a message so energetically and convinced the public that NasDem was the best in the country. Inside the room was filled with supporters of the NasDem party.

10. (Breaking the Maximum Agreement)

(10) The NasDem brothers have a determination to have enthusiasm, have sincerity and honesty which is observed to change the perception of the community's views. This can only happen when the brothers are elected and are consistent with the attitude of the NasDem party's view ".

Speech 10 is a speech that violates the maxim of the agreement. The context of the speech act occurred on January 13, 2014, in a closed room. Surya Paloh, general chairman of the NasDem party. In his speech, Surya Paloh delivered a message so energetically and convinced the public that NasDem was the best in the country. In a speech (10) it can be concluded that the speaker considers that the NasDem party must consistently conduct a selection of candidate pairs by promoting transparency at the same time without any dowry. NasDem is always consistent because NasDem always states from the start that we want a clean and clear government. Likewise, the speech act also took place on September 1, 2018, in a closed room with the theme of crossing the NasDem party calaog. The direction of the NasDem party chairperson, Mr. Surya Paloh, accompanied by the NasDem party song. Ahead of the 2019 legislative elections, the NasDem party held an orientation week for NasDem candidates. In the orientation week for candidates from the NasDem Party, the briefing included especially for 575 candidates for legislative members at the DPR RI level from 80 electoral districts.

The use of the principle of courtesy by Surya Paloh includes wisdom maxim, the maxim of generosity, a maxim of praise, maxim of humility, maxim of agreement and sympathy of

sympathy. This shows that the speech of national political figure Surya Paloh can be said to be polite and relevant to Leech's opinion that to create polite language one must pay attention to the six maxims. The results of the analysis of speeches by national political leaders Surya Paloh obey the maxim of courtesy, namely: maxim of agreement 27 utterances (33.75%), maxim of praise of 18 utterances (22.5%), maxim of sympathy of 15 utterances (18.75%), maxim of generosity 13 utterances (16.25%), maxim of humility 5 utterances (6.25%) and maxim of wisdom 2 utterances (2.5%). The speeches of the national political figure Surya Paloh who violated the maxims of courtesy were a maxim of humility 12 utterances (60%), a maxim of wisdom 4 utterances (20%), an agreement maximal of 3 utterances (15%) and a maxim of praise of 1 utterance (5%). This result shows the use of the principle of communication politeness of national political figure Surya Paloh included in the criteria for starting a "good" language.

This study complements previous research conducted by [10] with the topic of the performance of the use of politeness of the governor of communication and vice governor of West Sumatra in social media that aims to find out whether there is a significant influence between conformity and non-compliance found in the use of politeness in language. do the same research about using the principle of politeness. The findings in the form of the performance of the use of the politeness principle of communication of the Governor and Deputy Governor of West Sumatra can be said to be very good. This is evidenced by the qualifications assessed based on a range of 1-100% with the correct percentage of 98% the use of the principle of politeness in language by the Governor and Deputy Governor of West Sumatra.

Besides completing the research findings [9] also conducted the same research with the topic of Indonesian politeness performance in terms of the use of the politeness principle of the mayor in West Sumatra. The findings in the form of the performance of the use of the politeness principle of communication of the Governor and Deputy Governor of West Sumatra can be said to be very good. This is evidenced by the qualifications assessed based on a range of 1-100% with a percentage of 94.2% use of politeness principles of 275 utterances, found a sentence according to the politeness principle of 259 sentences (94.2), the appropriate sentence consists of a maxim of wisdom , maxim of generosity, maxim of praise, maxim of humility, maxim of agreement and maxim of sympathy, while those that do not fit there are 16 sentences (5.8%), the sentence that does not fit consists of maxim of praise, maxim of humility and maxim of agreement.

Thus the function of language is not only limited to a means of delivering messages, but the language is also a means of thinking, reasoning tools, and cultural tools. Therefore the language used by politicians will actually reflect their ability to think, reason and be cultured. That is, the language used by politicians can actually be used as a parameter to measure the extent to which the level of intelligence and the level of his existence so that the public figure representing the people. Based on the results of the study, found 100 data politeness performance and effectiveness of oral communication of the national political figure Surya Paloh. The most dominant maxim in respect of polite maxims was the maximal agreement of 27 utterances or 33.75%. At the maxim of the agreement, it was explained that the participants of the speech could foster mutual agreement or agreement within the spoken environment. This is in line with the opinion [18] that the agreement maxim is also called the agreement maxim which explains that the speech participants foster mutual compatibility or agreement in speaking activities.

4. Conclusion

Based on the results of the discussion, it can be concluded that the performance of politeness in the oral communication of the national political figure Surya Paloh is good. In the speech found six maxims of politeness principles, first maxim wisdom 2 speech (2.5%), maximal generosity 13 speech (16.25%), maximal praise 18 utterances (22.5%), maxims of humility 5 utterances (6 , 25%), agreement maximal 27 utterances (33.75), and maximal sympathy 15 utterances (18.75%). Total data is 80 or (80%). So the maxim of politeness used by Surya Paloh in Political communication is the maximal agreement of 27 speeches (33.75%).

Based on the analysis and conclusions that the author has done, the authors advise the readers and those interested in language to conduct a more in-depth study of language, especially politeness in language, the authors hope this research can contribute to further researchers and the authors also hope that with this research , should be able to provide knowledge and understanding for readers regarding politeness of language especially in communicating with others.

Acknowledgements

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