

# The Face of Political Discourse in Mass Media

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**Abstract.** The title of printed media news is very decisive influence on the reader to go to public opinion that is expected by a speaker (O1). Therefore, it is necessary to choose a title that adheres to the principle of politeness in the delivery of goals to interlocutors (O2) through polite and persuasive diction. However, what often happens in the discourse of political headlines in the printed media is the opposite, namely there are those who obey the principle of politeness and violate the principle of politeness. The purpose of this study is to describe and explain: (1) how compliance and violation of the principle of politeness discourse in political news titles in print media, (2) how implicates in violating the principle of politeness in the discourse of political news titles in print media. The research method used is descriptive qualitative. The approach used with psycho pragmatic studies. Data sources refer to the discourse of the election political newspaper title. Analysis techniques with flowing techniques. Conclusion techniques with deductive and inductive. Based on the results of the study and analysis can be described and explained as follows. (1) The headlines of the election political discourse in the print media are in the form of: (a) news headlines that comply with the principle of politeness, (b) news titles that violate the principle of politeness, and (c) news titles that utilise the principle of politeness and violation together. (2) Implicature in the political headlines of regional elections in Central Java and DIY intends to (a) convince, (b) influence, (c) satirise, (d) direct, (e) clarify, (f) educate, and (g) compare. Based on this explanation, it can be affirmed that the compliance and violation of the principle of politeness in the discourse of political news titles in Central Java and DIY's print media occurs because of the text, co-text, and the purpose of the speaker (O1) who wants to quickly influence the opinion of the readers. (O2).

**Keywords:** *violations, politeness, pragmatics, psycho pragmatics, mass media.*

## 1 INTRODUCTION

The mass media is able to reach a wider and relatively more diverse audience, heterogeneous, anonymous, and the message is abstract and scattered. The mass media that can be used can be printed media such as newspapers and magazines or electronic media in the form of radio and TV [1]. Mass media is a form of verbal communication that influences people's understanding of the speech received. The mass media form different opinions in each preference received by the community. This preference depends on the knowledge, understanding, and experience of the interlocutor. Understanding of the interlocutor influences the opinion of the second cluster.

In accordance with the purpose of communication, the community communicates with each other's ways, which should be relevant to the goals of the community. Based on different types of communication, each speaker must adjust the communication objectives of the speech community. In the end, Indonesia has a variety of communications, ranging from communication media and the purpose of the communication. The mass media has a role, namely as a tool of social political control that can provide various information about social deviation itself both by the government, the private sector and the public [2]. In addition, the media also plays a role as forming opinion by forming political agendas or conditioning so that people are affected to follow government plans [3]. Mass media is also able to become a place of dialogue about the different views that exist in society or power holders.

There are several journalistic language deviations compared to the standard Indonesian language rules [4]. Morphological discrepancies in newspaper headlines that use active sentences, namely the use of verbs not standardized by omitting affixes. Affixes to verbs in the form of prefixes or prefixes are omitted. Syntax errors in the use of grammar or structure of sentences that are not correct so often confuse the understanding. This is due to poor logic. Vocabulary errors are often done for reasons of politeness (euphemism) or minimizing the adverse effects of reporting. Spelling errors occur in writing words, such as: "Jumat" written "Jum'at", "Khawatir" written as "hawatir", [/jadwal / written as /jadual/, /sinkron/ written as /singkron/], etc.

The fragmentation error of each line change in each column appears to be as long as it's fragmented. The error is caused by the fragmentation of Indonesian language still using an English language computer program. This case can be anticipated by using the Indonesian language fragmentation program. Editing regarding the use of sentences, word choices, and spelling is used to avoid some mistakes as described above. In addition, users of a good journalistic language are reflected in their ability to write good paragraphs. Requirements for writing good paragraphs certainly require the requirement to write good sentences. The successful paragraph is not only complete but also shows unity in its contents. The paragraph becomes damaged due to non-related insertions and the insertion of the second topic sentence or other main ideas into it.

In all societies and in a variety of interests, humans are faced with newspaper information sources. Therefore, mass media is not a new thing, in fact almost all Indonesian people already know about it, both to read and to seek information. Mass media has benefits, especially to add insight and knowledge. Information and development of every event from around the world occurs directly and in a fast time. Mass media has a contribution in terms of developing and fostering Indonesian language. One of the contributions played by the mass media of the daily newspaper in essence is to put the habit of reading to the public. If more and more people are accustomed to reading behavior, over time it will become a tradition and become entrenched, so there is a culture of reading in the community.

There is no interesting news without a news title. News must be given a title to trigger the reader's curiosity, rather than on the contrary it actually lowers the interest of the reader. Once the importance of the position of the title in news, it indicates the need for special skills in making good news titles. The title of the news does seem trivial. However, the headline will be a very important part of the news. Not a few newspapers are bought and read by many people because of the appearance of interesting news titles. Not a few news that are actually good and interesting, but because of the inaccuracy in making news headlines, causing the news to not be read by people and will be useless.

## 1.1 Research Method

The research method used is descriptive qualitative. The approach used psycho pragmatic studies [5]. Data sources refer to the discourse of the election political newspaper title. Analysis techniques with flowing techniques. Conclusion techniques with deductive and inductive . The data collection method used is the content analysis method, namely the news title [6]. Case studies are often used to get information about a condition with intrinsic case studies giving a deeper understanding of things; and collective case studies study several cases to illustrate a phenomenon [7]. The results of this study are in the form of a qualitative descriptive explanation of linguistic aspects in the political headlines of regional elections in Indonesia, as well as various functions, perceptions, and the nature of violations of politeness in language.

## 2 RESULT AND DISCUSSION

### 2.1 Language Politeness Violations in Mass Media

Violations of humility maxims are marked by the form of speech that minimizes criticism of oneself. In this case the speaker suggested that things were revealed, speakers felt better than their speech partner. Violation of humility maxims can occur when the speaker feels as the most understand one about the topic being discussed.

A form of increasing incompatibility and minimizing the compatibility between oneself and others characterizes violations of agreement maxims. This is expressed expressively and assertively. In the violation of the agreement data in the daily found assertive speech that produces an effect in the form of expressing opinions and expressive speech that produces the effect of blaming and accusing others. Speeches in the mass media are still found to violate the maxims of agreement because the opinions expressed by speakers can make opponents feel that they are offended by the utterances that have been delivered.

**Table 1.** Language Politeness.

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Editor's Theme	: 5 Political drama in the House of Representatives throughout 2017
Context	: Speakers comment on politics content of drama throughout 2017
Editor's Theme	: Poor 2009 Election and Presidential Election Implementation?
Context	: Speakers argued that the implementation of the 2009 Elections and Presidential Elections was no better.
Editor's Theme	: Finger cross Indonesian Tolerance
Context	: Speakers assume that tolerance in Indonesia is not maximized so speakers feel anxious.
Editor's Theme	: National Police Chief: The Political World Is A World Full of "dirty competition".
Context	: Speakers feel that the political world is a world full of dirty competition. This shows that speakers feel more informed about the political world so they dare to say so.

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The praise maxim violation is characterized by violation of the praise maxim maximization indicator so that an action spoken by the speaker is not pleasing to the speech partner [8]. The violation data found is to minimize the praise of others and increase the criticism of others. Maxim praise can be expressed with expressive and assertive speech [9]. The violation of

generosity maxims is marked by the violation of the indicators of compliance with the maxim of generosity so that a speech means minimizing one's own losses and increasing one's own profit. This maxim is expressed by directive speech and commissive speech [10].

The maxim of wisdom regulates a speech so as not to harm others and increase the profit of others [11]. Speeches that contain the opposite meaning of obedience to the maxim of wisdom become a violation, such as troublesome speech partners through command expressions using direct sentences and without alternative choices so that the opposite speaker has no other choice but to obey the wishes of speakers. Violation of sympathy maxim found in the form of minimizing sympathy between oneself and others, and increasing antipathy between oneself and others. This is expressed expressively and assertively. Data on violation of maxim of sympathy in the Kompas daily there are expressive speeches, which produce the effect of blaming.

## **2.2 Fulfillment of Politeness Maxim in Mass Media**

The wisdom is the main maxim in the principle of language politeness. Basically, this maxim includes other maxims of politeness. The wisdom maxim has the basic idea that the participants of the discussion should stick to the principle of maximizing the benefits of others and minimizing their own profits. Maxim wisdom prioritizes a high level of politeness. The greater the politeness in speaking, the greater the level of wisdom.

Mercy maxim is also often referred to as the maxim of generosity. The main idea of this maxim is to make the loss of yourself as small as possible and make the loss of yourself as large as possible. If the maxim of wisdom is centered on others, then the maxims of mercy are self-centered. Speakers are required to impose respect for others and minimize disrespect to others.

In the award maxim it is explained that someone will be considered polite if in speaking always try to give appreciation to other parties. With this maxim, it is hoped that the participants of the discussion will not mock each other, berate each other, or demean each other. Speech participants who often ridicule other speech participants in speaking activities will be said to be rude people. It is said that because mocking is an act of disrespecting others. [12] argues that the maxim of acceptance requires each obedient to increase losses for oneself and minimize self-profit.

Maxim of modesty requires every speaker to increase disrespect for oneself and diminish respect for oneself [10]. This modesty has two views, namely, reduces or lessens praise to oneself and increasing criticism to yourself. The maxims of praise are to focus praise on the speech partner, while the modesty maxim is centered on the self. Speakers are expected to reduce praise to themselves and humble themselves [13]. Agreement maxim requires speakers to reduce incompatibility with their opponents and maximize agreement between speakers and their partners. Agreement maxim emphasizes that participants can achieve compatibility and agreement in each meeting. The agreement between the speaker and the opponent in speaking activities, each of them will be said to be polite. The maxim requires that the participants can maximize sympathy towards the partner and minimize the feeling of antipathy towards the opponent he said. Speakers who are antipathetic towards their partners, especially cynical, will be considered as rude people in the community.

### 3 CONCLUSIONS

A good mass communication is one that can be accepted by many people with the same perception. Good communication is a contextual and complete discourse. Discourse is the most complete and highest or largest language unit above a sentence or clause with continuous high coherence and cohesion that has a real beginning and end, delivered orally or in writing. The above definition can be clearer by paying attention to what is meant by coherence and cohesion. One form of successful mass communication is compliance with the principle of politeness in communication. The principle of politeness analyzed in this study is that there are 6 rules of maxims. These maxims are the maxims of wisdom, the maxims of generosity, the maxim of approbation, the maxim of modesty, the maxim of agreement, and the maxim of sympathy. The results of the analysis include news headlines that adhere to the rules of modesty maxims and news titles that violate the rules of politeness principles.

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