

Japanese Language Directive Utterance Politeness Scale based on the Perception of Japanese Literature's 4th Semester's Students of Binus University

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Abstract: The use of directive speech within the campus environment is an interesting research subject. This study aims to examine the use of directive speech in accordance to Binus University's 4th semester's students based on the politeness scale. Quantitative and qualitative methods are used in this study; quantitative method is used to clarify data analysis qualitatively. Data collecting was done with questionnaire. This study's data analysis technique is descriptive statistic with data gathering phase, processing, analysis and presentation of data. Based on the analysis' result, the directive speech politeness order, from polite to impolite according to the students' perception, is 1) mitigated statement, 2) explicit request, 3) strong cues, 4) imperative modus, 5) implicit desire statement, 6) invitation speech, 7) explicit desire statement, 8) direct imperative modus.

1 INTRODUCTIONS

One way of the daily communication activities between individuals is by command speech or directive speech. Politeness in speaking is a regulatory factor that keeps the conversation going well and smooth. The definition of the word directive in Kamus Besar Bahasa Indonesia (KBBI) is commanding or to give command; having the right to give commands; is oblige. So the directive speech, viewed from the meaning given above, means a speech that contains commands in it. Command speech is defined as a sentence which contains something that can ask or forbid someone from doing or not doing something.

A directive speech can be categorized as a form of command if viewed from the intonation of the conversation. The directive speech is spoken by speaker, with a high tone or intonation, while written, directive language is marked by the usage of the exclamation mark (!) at the end of sentence. However, it is not impossible for the directive sentence to be spoken with a flat intonation depending on the particular condition.

The directive speech is a speech that requires the speech partner to do something expected by the speaker, either explicitly or implicitly. In their daily

activities within campus environment, students always use the directive speech, either directly or indirectly. In general, this study aims to describe the politeness of the student's use of directive speech within the campus environment. In particular, this study aims to describe (1) the form of the directive speech used by the students, (2) the scale of the speech chosen by the students describes their understanding in using directive speech, (3) the politeness of directive speech based on the student's perception.

The scale or level of politeness according to Brown and Gilman is "Politeness means putting things in such a way as to take account of feelings of the hearer." There are 3 factors of sociolinguistic encompassed in politeness shown by the speaker to his partner, they are; power, or authority between the speaker and his partner, social distance between the speaker and his partner, and position. Furthermore, the principle of politeness in speaking proposed by (Leech G, 1993), divides the principle of politeness based on the level of effort to avoid conflict, i.e.,

- 1) Wisdom Maxim, minimizes other's burden, maximizes advantage

- 2) Generosity Maxim, minimizes self-advantage, maximizes burden
- 3) Appreciation Maxim, minimizes critics for others, maximizes praise appreciation.
- 4) Modesty Maxim, minimizes praise, maximizes critics
- 5) Compatibility Maxim, minimizes disagreement between one's self with others, maximizes agreement
- 6) Sympathy Maxim, minimizes antipathy between self and others, maximizes sympathy

In Leech's politeness model, each and every interpersonal maximum there can be used to decide a speech's politeness ranking, (Rahardi K, 2005) stated that Leech's politeness scale is divided in five. i.e.;

- 1) Cost benefit scale, or loss and profit scale, points to how big or small the benefit or advantage caused by a speech act to a speech. The more disadvantageous the speech is to the speaker, the more polite that speech would be considered. Conversely, the more advantageous the speech is to the speaker, the more impolite that speech would be considered.
- 2) Optionality Scale, or choice scale, points to how many options are delivered by the speaker to his partner in a conversation. The more the speech allows the speaker or his partner to decide as much as they want, or freely, the more the speech would be considered as polite.
- 3) Indirectness Scale, points to the rank of directness or indirectness the meaning of a speech is. The more direct a speech is, the more it is considered to be impolite.
- 4) Authority scale, points to the relation of the speaker and his partner's social status relation. The farther the social rank (rank rating) between the speaker and his partner, the speech used tends to be more polite.
- 5) Social distance scale, points to the social relation rank of the speaker and the partner involved in a speech. The closer their social rank is, the less polite the speech tends to be.

Next, according to Blum Kulka (Pranowo, 2009) politeness of a speech used to state a directive act could be seen from the choice of word and nonverbal things accompanying the speech based on the existing principles of politeness. The principles of politeness said above are (1) the speech should not force and should not give an arrogant impression (Formality Scale), (2) the speech should give an option (Optionality scale), (3) the speech should give a friendly impression, (4) the speech should show respect to one with the higher social status, (5)

the speech should be advantageous or not be disadvantageous to the speaker's partner, (6) the speech should be indirect or mitigated, so that it won't be offensive to the speaker's partner.

2 METHOD

The combination of quantitative and qualitative approach method is used. Quantitative approach is used to help clarify the data analysis qualitatively, i.e. in the form of calculation of numbers and percentage level or scale of politeness in speaking. The qualitative approach is used to describe the data clearly with the help of simple statistics so that the data analysis techniques used in this research are descriptive statistical analysis techniques. The analysis technique is purposefully used as it can provide the most accurate illustration possible of an individual, the state of the language, symptoms or a particular group. Its phases include data collection, processing, analysis, and data presentation without generalization (Ruswendi H E T, 1998). Data collecting was done with questionnaire. The data taken for this study is politeness' scale data based on the perception of students of Binus University's fourth semester, class LB 62 in the amount of 30 respondents with purposive sample. The questionnaire contains directive speech forms based on the respondents' judgement.

3 RESULT AND DISCUSSION

The following is a directive speech questionnaire in Japanese that the author has spread to the respondents.

Table 1 : Directive speech questionnaire in Japanese.

Speech	Scale		
	1	2	3
	4	5	6
	7	8	9
a) その荷物となり にもつ はこび 部屋へ ,運びなさい。			
b) その荷物 にもつ へや となり ,部屋へ			

<p>はこんで ,運んでくださ い。</p> <p>にもつ c) その ,荷物を へや となり ,部屋へ はこんで ,運んでくれま せんか。</p> <p>にもつ d) その ,荷物を へや となり ,部屋へ はこんで ,運んで! にもつ e) その ,荷物を へや となり ,部屋へ はこんで ,運んでくださ いませか。</p> <p>にもつ f) その ,荷物を へや となり ,部屋へ はこぶ ,運ぶするように していただけませ んか。</p> <p>にもつ g) その ,荷物を へや となり ,部屋へ はこんで ,運んでほしい んですが...</p> <p>h) ここはちょっと せまい ,狭いので、すみ ませんが、その にもつ ,荷物はここに おかないで ,置かないで ください。</p> <p>i) その荷物をとなり はこ 部屋へ ,運びましょ う。</p> <p>にもつ j) その ,荷物を となり部屋へ運べ。</p>	
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Based on the data of the 30 respondents' answers in the questionnaire that the author has summarized from, the perception of directive speech politeness is constructed as follows, 1) imperative construction, 2) exclamative construction, 3) emphatic construction. Mostly found in imperative construction with the average of 73% of respondents, and direct command formulation of 83% respondents answering to the least polite.

a) Politeness Perception in Imperative Construction.

Based on the first-degree perception of politeness with imperative construction, standing as the most polite is mitigated demand and explicit request with 96% of the respondents' answers. Next is using strong cues with 70% of the respondents' answers, using imperative modus with 50% of the respondents' answers, and using implicit desire statement with 43% of the respondents' answers. In contrast, the use of explicit imperative modus, with 83% of the respondents' answers, considered imperative direct speech as impolite.

Table 2: Politeness Perception in Imperative Construction.

Speech type	Questionnaire	Response
Mitigated demand	E	96%
Explicit request	F	96%
Strong cues	H	70%
Imperative modus	B	50%
Implicit desire statement	C	80%
Explicit desire statement	G	43%
Direct explicit imperative modus	J	83%

b) Politeness Perception in Exclamative Construction

Then second-degree perception of politeness with exclamative construction, which is the use of the exclamation mark in command sentence, most respondents with 93% agree that using the exclamation mark in a command sentence is considered to be impolite. The respondents understand that direct command sentences are usually used between friends or someone whom they have close relationship with, so that chit chat won't be necessary, and even might upset the speaker's partner (threatening the partner's face).

Table 3: Politeness Perception in Exclamative Construction.

Speech type	Questionnaire	Response
Direct explicit imperative modus	D	93 %

c) Politeness Perception in Emphatic Construction

Then second-degree perception of politeness with emphatic construction, which is direct invitation, most respondents with 60% agree that the direct invitation sentence is considered to be impolite. The respondents understand that emphatic sentences are usually used between friends or someone whom they have close relationship with, so that chit chat won't be necessary, and even might upset the speaker's partner (threatening the partner's face).

Table 4: Politeness Perception in Emphatic Construction.

Speech type	Questionnaire	Response
Direct invitation	I	60 %

4 CONCLUSION

Politeness is related to one's culture. Every person in particular and society in general has different speech politeness perception. The degree of directive politeness based on the student's perception, the one marked as highest is the speech in the imperative form with mitigated demand speech type and explicit request speech type as the one considered to be the most polite, while direct command are considered to be the least polite. Speech situations do have effect in choosing speech strategy. The need to maintain the face (politeness) in expressing things without offending the partners is one of the things needed to be considered in choosing the respondents' variety of speech. In other words, the positive politeness in the chit chat strategy, maintains the positive image of the partners, and the negative politeness in the chit chat strategy saves half of the partners' face or image, both became the main factors of the respondents' thought.

Related to the statement above, the author hopes this research can give input on the subjects related to Japanese language skills especially to introduce politeness as early as it can to the beginner level students, in order to keep both the applicable norm of language in Japanese society, and in the society of

the digital era both orally and written, so that in the future, the respondents will understand the ethic in speaking and writing. In the future the author intended to develop and broaden her research, about how the directive speech politeness perception used or spoken by the entire Binus University's Japanese Literature's students, within the campus and home environment, is connected with the cultural factors background surrounding it.

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