

## Politeness Strategies Of Directive Speech At Digital Tourism Poster In Bangkalan, Madura

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### *Abstract*

Bangkalan Regency located on Madura Island, Madura has good tourist attractions, such as beaches, hills, places of pilgrimage and other tour. But unfortunately, the beauty has not been wide known by the public due to lack of promotion from the local government. Therefore, digital travel posters have become one of the solutions to increase the number of tourist in Bangkalan.. In a tourist poster, there is an element of language that contains an invitation to visit the tourist attractions. One of the elements of language that is interesting to study is the use of the directive speech of the solicitation. This study seeks to describe the strategies of politeness in the speech of the directive on digital posters as an effort to develop tourism in Bangkalan. Tourist posters made using three languages, namely Indonesian, Madurese, and English need to be studied so that people better understand the speech delivered. The research method used is a qualitative descriptive method with data collection techniques in the form of observation and documentation. The Data were analysed using the politeness strategies theory of Brown and Levinson (1987). The results showed that the directive speech used in the poster is made using the strategy of politeness frankly (Bald or record) which serves to provide information directly to the interlocutor is to invite readers to visit tourist attractions in the area of Bangkalan, Madura. Not only that, there is one data using the strategy of positive politeness by using the strategies of understanding the wishes of speech partners. Overall, the speech used already uses the right speech strategy according to the context of the user of the language

**Keywords: Digital Travel Posters, Politeness Strategies, Directive Speech**

### *Abstrak*

*Kabupaten Bangkalan yang terletak di Pulau Madura memiliki tempat-tempat wisata yang bagus, seperti pantai, bukit, tempat ziarah dan wisata lainnya. Namun sayangnya, keindahan tersebut belum banyak diketahui oleh masyarakat luas karena kurangnya promosi dari pemerintah setempat. Oleh karena itu, poster wisata digital menjadi salah satu solusi untuk meningkatkan jumlah wisatawan di Bangkalan. Dalam sebuah poster wisata, tentunya terdapat unsur bahasa yang berisi ajakan untuk berkunjung ke tempat wisata tersebut. Salah satu unsur bahasa yang menarik untuk dikaji adalah penggunaan tuturan direktif ajakan yang. Penelitian ini berupaya untuk mendeksripsikan strategi kesopanan dalam tuturan direktif pada poster digital sebagai upaya untuk mengembangkan wisata di Bangkalan. Poster wisata yang dibuat dengan menggunakan tiga Bahasa yaitu bahasa Indonesia,*

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*Madura, dan Inggris perlu dikaji agar masyarakat lebih mengerti tuturan yang disampaikan. Metode penelitian yang digunakan adalah metode deksriptif kualitatif dengan teknik pengumpulan data berupa teknik observasi dan dokumentasi. Data dianalisis menggunakan teori strategi kesopanan Brown dan Levinson (1987). Hasil penelitian menunjukkan bahwa tuturan direktif yang digunakan di dalam poster dibuat dengan menggunakan strategi kesantunan terus terang (Bald or record) yang berfungsi untuk memberikan informasi secara langsung kepada lawan bicara yaitu untuk mengajak pembaca untuk berkunjung ke tempat wisata di area Bangkalan, Madura. Tidak hanya itu, terdapat satu data menggunakan strategi kesantunan positif dengan menggunakan strategi memahami keinginan mitra tutur. Secara keseluruhan, tuturan yang digunakan sudah menggunakan strategi tuturan yang tepat sesuai dengan konteks pengguna bahasa tersebut.*

**Kata kunci : Poster Wisata Digital, Strategi Kesopanan, dan Tuturan Direktif**

## INTRODUCTION

Language is the identity of the country as well as the region and the people who live in it. Language shows how strong and independent a country is and how elegant a country and region is in its time. It can also provide insight into how a country can compete globally. Language is a means of reflecting the culture of a nation. Language as an instinctive method by which humans must communicate their ideas, feelings, and desires using various symbols created for a specific purpose (Sapir in Suhandra, 2019).

According to Khatimah, regional languages are one of Indonesia's cultural assets that must be guarded and maintained (Saleh & Irwani, 2021).. Indonesian and Madurese languages are the languages used by Madurese people, especially the Bangkalan Regency. Bangkalan Regency is a regency in Madura Island, East Java province. This regency is located at the westernmost tip of Madura Island as well as being the entrance gate from Java to Madura. Bangkalan Regency has good tourist attractions. However, many local people or people outside Bangkalan Regency do not know good tourist attractions, one of the causes is the lack of promotion from the local government such as making digital posters. Poster is a medium that can attract someone's attention and interest ( Izzat and dadis dalam Djonnaidi et al., 2021).

One alternative solution to promote to the outside community is the use of digital posters made to introduce tourist attractions in Bangkalan Regency. Digital travel posters are made using attractive colors and visuals. Not only that, to introduce to a wide audience, the language used also varies. Digital tourism posters are made using three languages, namely Indonesian, English and Madura, so they are expected to attract tourists from various regions in Madura, outside Madura, and abroad. The use of three languages from the digital poster of tourism in Bangkalan Regency can never be separated from the directive speech function on a poster that contains an invitation. The invitation directive contained in this digital tourism poster contains an invitation that aims to attract tourists from various regions and foreign countries to visit tours in Bangkalan. Facebook Instagram, TikTok, reels instagram, and Facebook are all promoting this Poster using video. According to Yule (1996) directive speech acts are speech acts that are used by speakers to tell others to do something, for example requests, orders, and suggestions.

Many people have researched this directive's courtesy-follow strategy. This shows that this topic is very interesting to be the object of learning. One of those who examined the topic was Lailiyah & Novitasari (2017) entitled "realization of politeness strategies in Directive Speech Acts in Kung Fu Panda films" in his analysis found that there were fifty-four directive utterances that used politeness strategies, both positive and negative politeness strategies.

Normalita (2021) conducted a research entitled "positive and negative politeness strategies in Directive Speech Acts in the family environment", in her analysis she found eighteen classified data, twelve data showed positive politeness strategies, then, six data showed negative politeness strategies.

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Other researchers have also shown interest in Directive illocutionary speech acts. Pujiati & Gunawan (2019) conducted a research entitled “Directive Speech Acts on Discussion Based on Gender Perspective”. The analysis and findings of the study showed that the type of speech acts used in asking permission, asking, and understanding is the type of speech acts of interrogative sentences. When you ask a question, it is used as a guide.

This research focuses on describing the strategy of speech politeness directive contained in the digital tourism posters in Bangkalan Regency so that people better understand the speech conveyed in this poster, the speech act is important to be studied.

## METHOD

The research method used is qualitative descriptive. According to Mamik qualitative methods are research that produces descriptive data in the form of written or spoken words from people and their behaviour that can be observed (Robert & Brown, 2004). The source of data taken from 5 digital tourism posters Bangkalan Regency. The resulting Data is listened to and translated. The Data were analysed using the politeness strategy theory of Brown and Levinson (1987). Data collection techniques are carried out by observation and documentation techniques. The observation was done by documenting 5 digital tourism posters that were used as research objects. Documentation techniques are taking data in the form of photos about the location of tourist attractions to attract tourists located in Bangkalan Regency, Madura. The presentation of the results of the analysis was carried out using a short essay on the analysis of these data.

## FINDING AND DISCUSSION

Politeness is fundamental in pragmatics because politeness is a common phenomenon in the use of language in social contexts Politeness is fundamental in pragmatics because politeness is a common phenomenon in the use of language in social contexts (Brown dan Levinson 1987 dalam Syahrin, 2008). Brown and Levinson (1987) identified four politeness strategies or general behavior patterns that speakers can apply: Brown and Levinson (1987) identified four politeness strategies or general behavior patterns that speakers can apply:

- (1) Bald-on Record Strategy
- (2) Positive politeness strategy
- (3) Negative politeness strategy
- (4) Off-record politeness strategy

In this research the writer focuses on analysing the types of Directive speech acts by using politeness strategies. Directive speech acts are speech acts performed by humans. The relationship of the directive speech act with politeness can be seen from the fact that it is the action that precedes it, negotiating directly during the conversation.

## Data 01



Indonesian : *Mari* berlibur ke Bukit Jaddih!!

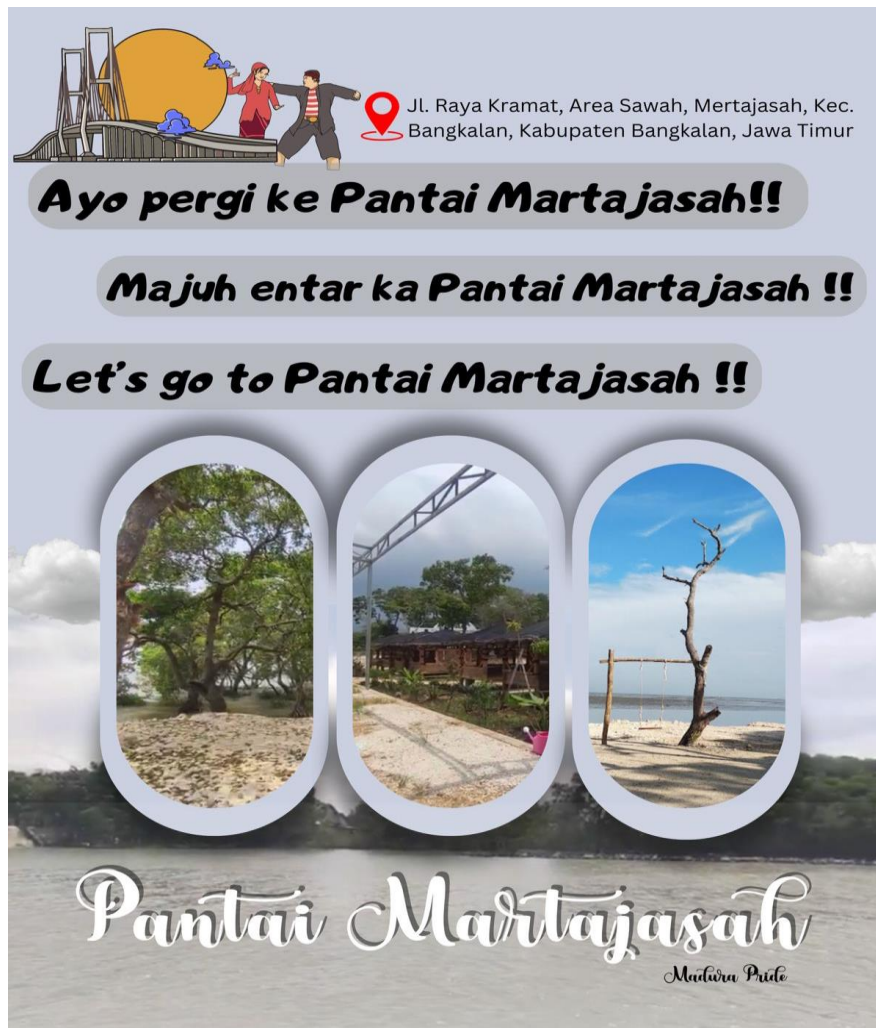
Madurese : *Majuh* liburan ka Bukit Jaddih!!

English : *Let's go* on vacation to Bukit Jaddih!!

Politeness strategies contained in the data because of the speech expressed directly, namely the use of command sentences. In Indonesian : *Mari berlibur ke Bukit Jaddih!!*, in Madurese *Majuh liburan ka Bukit Jaddih!!*, in English *Let's go on vacation to Bukit Jaddih!!* According to yule positive politeness strategy in the concept of direct expression is to ask, command, or express something directly done by the speaker.

The Poster above is written in three languages. In the Madurese language, the use of direct politeness (*Bald on record*) is used in speech “*Majuh liburan*”. The politeness marker that shows the invitation is found in the word “*Majuh*” which has the meaning of an invitation to visit tourist attractions in Bukit Jaddih. In Indonesian, the marker of politeness is directly found in the speech “*Ayo berlibur*”. In the speech, the use of the word “*Mari*” is a marker of politeness that has a certain intention to visit jaddih Hill. In English, there is a politeness marker in the speech “*Let's go*”, in the speech, there is a politeness marker that is in the word “*let's*” which has the intention to invite its readers to visit Bukit Jaddih.

## Data 02



Indonesian : *Ayo pergi ke Pantai martajasah!!*  
Madurese : *Majuh entar ka Pantai Martajasah!!*  
English : *Let's go to Pantai Martajasah!!*

Politeness strategies that the data occurs because of the speech expressed directly that there is a sentence of invitation. The use of speech that shows the command contained in the sentence in Indonesian: “*ayo pergi ke pantai martajasah!!*”, in Madurese : “*majuh entar ka pantai martajasah!!*”, and English: “*Let's go to pantai martajasah!!*”.

The Poster above is written in three languages. In Indonesian, The use of direct politeness (*Bald on record*) is used in the speech “*Ayo Pergi*”. In the speech, “*Ayo*” is one of the markers of politeness that contains an invitation to visit pantai martajasah. In the Madurese, a direct marker of politeness (*Bald on record*) is found in the speech “*Majuh entar*”, the speech in the Madurese is marked with an invitation marker that shows politeness, namely the word “*Majuh*” which contains an invitation to visit the tourist attractions. In English, the marker directly (*Bald on record*) is found in the speech “*Let's go*”, the marker of politeness can be seen in the word “*Let's*” which has the intention of visiting the

tourist spot.

## Data 03



Indonesian : Ikut aku *yuk* ke Mercusuar Sembilangan!!  
Madurese : *Yuk norok engko'* ka Mercusuar Sembilangan!!  
English : *Follow me* to Mercusuar Sembilangan!!

Politeness strategies that the data occurs because of the speech expressed directly that there is a sentence of invitation. The use of speech that shows the command contained in the sentence in Indonesian: "*Ikut aku yuk ke Mercusuar Sembilangan!!*", in Madurese : "*Yuk norok engko' ka Mercusuar Sembilangan!!*", in English : "*Follow me to Mercusuar Sembilangan!!*".

The Poster above is written in three languages. In the Madurese language, there is a use of positive politeness strategy that is used in the word invitation by using the word "*Yuk norok engko'*", the speech shows the meaning that there is a positive politeness strategy by fulfilling the reader's desire to visit tourist attractions at the Mercusuar Sambilangan. In Indonesian, the positive politeness marker is found in the word "*Ikut aku yuk*", the speech shows the meaning that there is an invitation to visit tourist attractions at the Mercusuar Sambilangan. In English, a positive courtesy marker is found in the word "*Follow Me*" which has the intention of asking its readers to visit the tourist spot.

## Data 04



Indonesian : *Jangan Lupa* berkunjung ke Alun-Alun Bangkalan!!  
Madurese : *Ja' loppah* ambu ka Lon-Alon Bangkalan!!  
English : *Let's visit* Alun-Alun Bangkalan!!

Politeness strategies that occurs in the data because of the speech expressed directly that there is a sentence of invitation. From the above data it can be seen that the sentence in the poster is an invitation to visit tourist attractions. The use of speech that shows the invitation is in the sentence in Indonesian "*Jangan Lupa berkunjung ke Alun-Alun Bangkalan!!*", in Madurese "*Ja' loppah ambu ka Lon-Alon Bangkalan!!*", in English "*Let's visit Alun-Alun Bangkalan!!*"

The Poster above is written in three languages. In the Madurese language, the direct use (*Bald on record*) is used in the invitation marker "*Ja' loppah berkunjung*". Markers of politeness invitation can be seen in the word "*Ja' loppah*" which has the meaning of an invitation to visit tourist attractions in Alun-Alun Bangkalan. In Indonesian, the direct politeness marker (*Bald on record*) is found on the invitation marker "*Jangan lupa*", the speech shows an invitation to visit tourist attractions in Alun-Alun Bangkalan. In English, the marker directly (*Bald on record*) is found in the speech "*let's visit*" which has the intention of asking its readers to visit tourist attractions in Alun-Alun Bangkalan.

## Data 05



## Taman Wisata Laut Labuhan

Madura Pride

**Yuk pergi ke Taman Wisata Laut Labuhan!!**

**Majuh entar ka Taman Wisata Laut Labuhan!!**

**Let's go to Marine Tourism Park Labuhan!!**



Desa Labuhan, Kecamatan Sepulu, Kabupaten Bangkalan,  
Jawa Timur 69154



Indonesian : *Yuk pergi ke Taman Wisata Laut Labuhan!!*  
Madurese : *Majuh entar ka Taman Wisata Laut Labuhan!!*  
English : *Let's go to Marine Tourism Park Labuhan!!*

Politeness strategies that occurs in the data because the speech delivered directly there is the use of invitation sentences. The use of utterances that indicate the commands contained in sentences in Indonesian : “*Yuk pergi ke Taman Wisata Laut Labuhan!!*”, in Madurese “*Majuh entar ka Taman Wisata Laut Labuhan!!*”, “*Let's go to Marine Tourism Park Labuhan!!*”.

The Poster above is written in three languages. In Indonesian, The use of the strategy directly (*Bald on record*) can be seen on the marker “*Yuk pergi*”. The use of the word “*Yuk*” as a marker of politeness that shows the meaning to the reader to visit labuhan Marine Park. In the Madurese language, the direct strategy marker (*Bald on record*) is found in the word “*Majuh entar*”. The use of the word “*Majuh*” as a marker of politeness of the speech serves to invite readers to visit the tourist attractions. In English, the direct strategy marker (*Bald on record*) is found in the saying “*Let's go*”. The use of “*Let's* ” as a marker of politeness has the intention of inviting directly to visit tourist attractions in Labuhan Sea Tourism Park.



## CONCLUSION

Based on the explanation above, it can be seen that the politeness strategy used in posters that use three languages is the use of politeness strategies directly (Bald on record) and positive politeness strategies. Politeness strategies are necessary for communication in digital posters to run smoothly between speakers and interlocutors. The authors found a direct politeness strategy and a positive politeness strategies in the directive speech acts used in five digital tourism posters in Bangkalan Regency that were found in three languages. The politeness strategy directly in the Indonesian language directive speech acts is marked with markers, namely *mari*, *yuk*, *jangan lupa*, and *ayo*. Direct politeness strategy on speech acts in Madurese language directives *majuh*, *yuk*, *ja'*, and *loppah*. Direct politeness strategy on follow is directed speech at English *let's go*, *follow me*, and *let's visit*. The politeness strategy using positive politeness strategy is characterized by the use of the word “*ikut*” in Indonesian, “*Engko*” in Madurese, and “*Follow*” in English.

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