

## Analysis of Language Politeness of Local Party Legislative Candidates in Aceh Jaya

Munawar<sup>1</sup>, Yusri Yusuf<sup>2\*</sup>, Ramli<sup>3</sup>

Indonesian Language and Literature Education Program, Syiah Kuala University

**Corresponding Author:** Yusri Yusuf [yusri.yusuf@usk.ac.id](mailto:yusri.yusuf@usk.ac.id)

---

### ARTICLE INFO

*Keywords:* Language Politeness, Politeness Scale, Local Parties, Legislative Candidates.

*Received :* 14, August

*Revised :* 26, August

*Accepted:* 27, September

©2024 Munawar, Yusuf, Ramli : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study examines the linguistic politeness of local party candidates in Aceh Jaya during the 2023-2024 general election campaign period. Using a qualitative descriptive method, the research analyzes the politeness of language based on data collected from candidates through observation, recording, and documentation. The analysis follows Geoffrey's politeness principles, which include the maxims of tact, generosity, praise, modesty, agreement, and sympathy. The findings reveal that most candidates adhere to these linguistic politeness principles.

## **INTRODUCTION**

Politeness is a procedure of behavior that is determined and agreed upon by a certain community so that politeness is also a provision in people's lives when interacting. Therefore, this politeness can also be called good manners. Politeness in language is reflected in the procedure of communicating through verbal signs or language procedures. When communicating, we must submit to cultural norms, not just convey the ideas we think about (Mislikhah, 2020).

Oetomo (2012:20) stated that politeness is behavior of respecting and having manners in personality, politely communicating with others, speaking good language, and behaving well wherever we are in accordance with the environment, customs and culture around us. Manners are having a good conscience and having a gentle nature as well as from the point of view of language or behavior among human beings (Mustari 2014:129). In general, language is grouped into two types, namely, first order politeness, which refers to the etiquette or rules of propriety of behaving in a certain group of people. Second, second-order politeness which refers to the use of language to maintain interpersonal (Halawa et al., 2019).

Language politeness is also a way used by speakers in communicating so that their speaking partners do not feel pressured, cornered, or offended and is interpreted as an effort by the speaker to maintain self-esteem or face, speaker or listener (Markhamah, 2011:153). Leech (in Rahardi, 2005:59-60) divides the politeness principles into six, namely the maxim of wisdom, the maxim of generosity, the maxim of wisdom, the maxim of appreciation, the maxim of simplicity, the maxim of consensus, and the maxim of sympathy. Language procedures are very important for communication participants (communicators and communication) to pay attention to for smooth communication. Therefore, the problem of language procedures must receive attention, especially in the process of teaching and learning languages. This condition is caused by habits that are carried out at home, the environment, and playmates (Haryadi et al., 2021).

Zamzani et al., (2010:2) explained that politeness can be expressed through a good and ethical way. Politeness is not a strange thing for the community, especially the people of Indonesia who are thick with customs and culture. Today's grammar has changed a lot due to one of the reasons for the rapid development of technology. Technological advances have their own impact on society in terms of socialization and communication.

This research is focused on the politeness of the language of local party legislative candidates in Aceh Jaya. Based on the results of initial observations conducted by the researcher, the number of The legislative candidate determined in Aceh Jaya was 252 people, consisting of 157 men and 97 women. The legislative candidate is named as an official. Sugono et al., (2008:554) stated that officials are government employees who hold important positions (leadership elements). The legislative institution is an institution or council that has the duty and authority to make or formulate the Constitution in a country. In Indonesia, this institution is run by the DPD (Regional Representative Council), the House of Representatives (DPR), and the People's Consultative

Assembly (MPR). Based on Presidential Regulation Number 16 of 2010, public officials must be polite and behave in a polite manner towards the community. Not only in the real world, but also in cyberspace. Chaer (in Maulidi, 2015:44) stated that in communicating as one of the main human activities in society, there are three things that must be considered so that the activity reflects ourselves as civilized human beings. These three things are (1) language politeness, (2) language politeness, and (3) language ethics. These three things are an inseparable unit that must exist in communicating or interacting.

The election party, which is colored by various campaign attributes such as billboards, posters, and banners, has also become a hot topic, both in public spaces and in the media. This is because the installation is so massive, not only along the road, but also includes other public places such as bridges, houses of worship, and even residential walls. This is also one of the proofs of how intense the efforts made by the candidates and their successful teams in aiming for legislative seats.

Based on the initial observations that have been made by the researcher, this study will be analyzed based on the application of the language politeness scale which consists of, in the form of the application of the language politeness scale which consists of, (1) the loss scale, (2) the choice scale (3) the indirectness scale, (4) the authority scale, and (5) the social distance scale. An example of the use of language in the candidate's campaign is: "Peuneutoh bak ureung tuha, yang peujak tanyoe muda (advice from parents, who run young people)".

The reason why the researcher chose this research topic is because to the knowledge of the researcher, no one has ever conducted research on language politeness, especially in local party legislative candidates in Aceh Jaya. However, research related to polite speech in language has been carried out by several researchers. Such as the research on "The Existence of Politeness in the Directive of Kindergarten Teachers" conducted by Ulfah (2016). The result of this research is that in the learning interaction that occurs between teachers and students, there are several directive speech actions that teachers say to achieve learning goals. Directive speech acts have various politeness according to the function of the directive. Haryadi et al., (2021) have also researched on "Language Politeness in Conversations between Teachers and Students in the Learning Process". The results of the study showed the formation of politeness and there was a deviation in the principle of politeness in the principle of equality and politeness in the principle of maximum. Furthermore, Dewi (2019) in her research on "Politeness of Imperative Speech of Nurul Ulum Kindergarten Teachers in Kumbara Utama Village, Kerinci District, Siak Regency". Based on the results of the study, it was concluded that not all teachers were indicated by imperative sentences and maximums of the principle of politeness. And 71 imperative sentences and 36 imperative sentences were found that contained maxims of 148 speeches.

Based on the problems that have been raised, this research is important to be carried out. This is to see the politeness of legislative candidates/political party figures as public officials in leading and protecting the community in their regions. The use of language by legislative officials deserves attention

because as office holders who will be role models in society. This study focuses on discussing the principle of politeness in language with six maxims (wisdom, generosity, praise, humility, agreement, and sympathy) by legislative candidates/political party leaders in Aceh Jaya. The theory used by the author is a theory sourced from Geoffrey Leech's book entitled *Pragmatic Principles*.

### ***Problem Formulation***

The formulation of the problem in this study is how polite is the language of local party legislative candidates (candidates) when conducting legislative election campaigns in Aceh Jaya?

### ***Research Objectives***

The purpose of this study is to describe the politeness of the language of local party legislative candidates (candidates) during the legislative election campaign in Aceh Jaya in Aceh Jaya.

## **THEORETICAL REVIEW**

### ***Language Courtesy***

Politeness is part of the linguistic aspect that is very important because it can facilitate interaction between individuals. Politeness is related to politeness or a good attitude. Manners are subtle and good be patient and calm; polite; full of compassion; like to help (KBBI, 2022). Meanwhile, language is an arbitrary system of sound symbols, which is used by a group of people to cooperate, interact, and identify themselves, good conversation (words), good behavior, and good manners (KBBI, 2022). KBBI also defines that speaking is using language and good manners. Thus, it can be said that language politeness is a way to interact with others without making misunderstandings occur during the interaction process.

Polite language according to Moeliono (in Sauri, 2006:51) is related to grammar and word choice. Language speakers are able to use standard grammar and are able to choose words that are in accordance with the prevailing values in a particular society. Polite language is directly related to the feelings and moral values of a community group. The feelings that arise when interacting with each other depend on the language used, this is the reason why language politeness is very important in an interaction in communication.

### ***Pragmatic Study of Speech Behavior***

Leech (2006:8), defines pragmatics as one of the fields of linguistics that examines meaning in relation to speech situations. This means that meaning in pragmatics is an external meaning, a meaning related to the context, or a meaning that is triadic (Wijana, 1996:2-3). Related to context, Levinson (in Rahardi, 2010:49) defines pragmatics as the study of language that studies the relationship between language and its context. The context in question is grammatized and codified so that it cannot be separated from the structure of the language.

Consideration of pragmatic definitions is also proposed by Cruse (in Cummings, 2007:2). Cruse (in Cummings, 2007:2) defines pragmatics as a linguistic unit that is considered to deal with aspects of information conveyed through language that are not encoded by generally accepted conventions in the linguistic forms used, but which also arise naturally from and depend on conventionally encoded meanings in the context in which the forms are used aforementioned.

Language as a means of communication consists of two aspects, namely linguistic aspects and paralinguistic aspects. The linguistic aspect includes the phonological, morphological and syntactic levels and supports the formation of semantics. Paralinguistic aspects include the quality of speech, suprasegmental elements such as stress, tone and intonation; distance and body movements, which are related to the sense of taste (Purba, 2011:78). These two aspects collaborate to build language communication. In order to express themselves, people not only produce language/speech that contains words and grammatical structures, but they also show actions through those words.

The actions displayed through these speeches by Yule (2014:82) are called speech acts. According to Chaer and Agustina (2010:50), speech acts are individual symptoms, psychological, and their continuity is determined by the speaker's language ability in dealing with certain situations. Various actions are given names that are adjusted to each function of discourse, such as seeking information, asking questions and so on (Purba, 2011:80). In all linguistic communication, speech acts always appear (Yuliana et al., 2013). The message contained in a speaker's speech to the opponent must be understandable. Rahardi (2005:59) stated that the principle of politeness that until now is considered the most complete, most established, and relatively the most comprehensive has been formulated by Leech. Tarigan (2009:36) has translated the maxim in the principle of politeness conveyed by Leech (1983). The principle of politeness in language according to Leech consists of six maxims, namely the maxim of wisdom, the maxim of generosity, Approbation Maxim, Modesty Maxim, Agreement Maxim, and the maxim of sympathy.

### *Legislative Candidates*

The legislature is one of the institutions of power, when viewed in a democratic system of government has the same position as the executive power institution and the judicial power, although the duties and functions of each institution are relatively different. The legislature as an institution has an important position in the government system, even this legislative institution is part of the elements of government that organize the welfare of the people and the interests of the state. Because the government does not only carry out executive duties, but also includes other tasks including legislative and judicial (Karim, 2008:26). Therefore, the administration of government is nothing but carrying out the function of legislation, executive function, and also judicial function in accordance with the authority of each institution regulated by laws and regulations (Rauf, 2017:34).

In modern legal theory, this legislative power cannot be separated from the structure of the formation of state organs that have different functions from each other. Legislative power has its own characteristics and has different functions and authorities from executive and legislative powers. Theoretically, the presence of this legislative power institution is a product of the ideas put forward by Montesquieu. According to him, the state in carrying out its role must be distributed power, or known as distributive of power, or also known as separation of power. Therefore, the theory of separation (division) of power initiated by Montesquieu is known as *trias politica*, namely legislative, executive, and judicial power (Yusewa et al., 2016:95).

Ahead of the general election, each legislative candidate competes with each other to attract the attention of the public to vote for him. This is natural in political communication, the goal is to attract public sympathy in order to increase political participation ahead of the general election or the election of legislative candidates (Caleg) (Ardial, 2010). In addition to conducting mature political communication to face competition in elections, effective strategies are also needed so that the desired goals can be achieved.

### ***Local Party***

A local political party (state party, regional party or local political party) is a party whose network is limited to a region (province or state) or several regions, but does not cover all provinces (national) (Hamid, 2007:33). Qanun Aceh number 3 of 2008 concerning Local Political Parties Participating in the General Election of Members of the Aceh House of Representatives and the Regency/City House of Representatives provides the definition that a local political party is a political organization formed by a group of Indonesian citizens domiciled in Aceh and volunteers based on the same will and ideals to fight for the interests of members, society, nation and state through the election of members of the DPRA/DPRK, Governor/Deputy Governor, Regent/Deputy Regent, Mayor/Deputy Mayor. The movement of Parlok in Aceh was seen massive in three election processes, namely 2009, 2014 and 2019. This shows that its presence is an important point for the political transition process. Then the presence of Parlok in Aceh is to compete for ± 3.5 million votes who have the right to vote as evidence of an effort to open themselves up to compete for political power in accordance with the laws and regulations. This can be seen from the response of the Acehnese people about the existence of Parlok which is very positive. The data emerged through LSI research from July 28-August 2, 2005 to March 2006 which showed that the majority of Acehnese people supported the formation of Parlok (Djafar, 2019:114-117).

The presence of Parlok in Aceh is a democratic form for strategic groups that have been at odds with the government, so that its emergence can be a mechanism in transforming the armed movement that has been GAM's main instrument towards a political movement. The authority to enforce it also serves as an inspiration in local political discourse in other regions in order to optimize the authority given by the central government to regions that adhere to special autonomy. Starting in this case, the legality of Parlok in Aceh then presented a domino effect that gave a reaction for Papua to exercise the same authority.

## **METHODOLOGY**

### *Research Approach and Type*

The approach used in this study is a qualitative approach. Sugiyono (2016) stated that qualitative research is the process of exploring and understanding the meaning of behavior, individuals and groups, describing social problems or humanitarian problems. This study uses an observational research technique or a descriptive method to provide an objective picture of the politeness of the language of local party legislative candidates (candidates) in Aceh Jaya. Researchers start the research by collecting data, after the data is collected it will then be classified.

### *Data Source*

The source of data in this study is the legislative candidates of local parties in Aceh Jaya. According to data from KIP Aceh Jaya number 243 / PL.01. 4-Pu/1114/2023 regarding the list of permanent candidates for members of the Aceh Jaya Regency DPRD in the 2024 General Election, there are several candidates from local political parties, namely PNA, PAS Aceh, GABTHAT, PDA, and PA. Details of data sources from each party are 3 (three) candidates representing PNA, 1 (one) candidate representing PAS Aceh, and 2 (two) candidates from PA. The data in this study is the polite speech in the language of the candidates in the open campaign in the legislative elections held in the Aceh Jaya 2 District election area (Teunom-Pasie Raya) and the Aceh Jaya 1 District election area (Krueng Sabee-Panga).

### *Data collection techniques*

The data collection technique of this research uses an observation technique or called the listening technique. The listening technique is a data collection technique that is carried out through the process of examining or observing the users of the language being studied. Sudaryanto (2015:133) stated that to listen to the object of the research was done by tapping the The listening technique is a technique used to obtain data by listening to language users (Mahsun, 2007:92). Tapping is an initial activity to provide data and requires further steps or activities with certain techniques or also called advanced techniques (Muhammad, 2014:207).

### *Data Analysis Techniques*

The data of this study was analyzed using qualitative research analysis. Qualitative research is research that aims to describe a phenomenon without going through statistical procedures or other forms of calculation (Azwardi, 2018:6). The steps taken in data analysis are as follows.

1. Data tabulation, which is collecting data from the results of records and records, the data is identified by type.
2. Data presentation, sorting data based on its type both from recording and recording results.

3. Interpretation of the politeness of the language of local party legislative candidates (candidates) in Aceh Jaya
4. Drawing conclusions about the politeness of the language of local party legislative candidates (candidates) in Aceh Jaya.

## RESULTS AND DISCUSSION

The results of the study are in the form of descriptions of the types of language politeness principles of local party legislative candidates (candidates) when conducting local party campaigns in Aceh Jaya. Based on the data obtained in the study, it was found that there is. The total data collected was based on the number of data cards, namely 36 conversation data in which there was a principle of politeness in language during eight meetings. To make it easier to understand the data analysis, the results of the study are displayed in the form of a table that illustrates the outline of the problem formulation in this study. A speech is classified into a type of linguistic politeness principle. The presentation of the research results can be seen in the following explanation.

Table 1 Data on the Principle of Politeness in the Language of Aceh Jaya Local Party Candidates

No	Maximum Courtesy	Amount of Data
1	Wisdom	4 data
2	Generosity	3 data
3	Praise	6 data
4	Simplicity	11 data
5	Consensus	8 data
6	Sympathy	4 data
	Sum	36 data

### *Principles of Language Politeness*

A good personality is indispensable in daily life. Language politeness is one of the personalities that must always be maintained so that a person can be well accepted in his social life. One of the criteria for language politeness is to adjust to the surrounding environment, customs and culture. According to Leech (in Rahardi, 2005) politeness in language is divided into several principles/maxims, namely: maxim of wisdom, maxim of generosity, maxim of praise, maxim of simplicity, maxim of understanding, and maxim of sympathy. The following is an excerpt of data in the form of polite sentences in language found in the campaign of local party legislative candidates in Aceh Jaya.

#### *Maximum Wisdom*

The maxim of wisdom regulates a speech so that it does not burden the opponent and feels more subtle. A person in producing a speech must be wise. Speakers should use gentle diction, emphasizing the reduction of burden or inconvenience to others as well as the increase in advantage or comfort for them.

Table 2 Data on Politeness in the Language of Maximum Wisdom

Quotation	Maxim	Information
Data 001 <i>"Nyoe meukeunong deungon Tgk Rizwan neupileh Tgk Rizwan, nyoe meukenong bak numboi 2 nibak ulon tuan, neupileh bak numboi 2, oo han meukenong chit neupileh bak Geuchik Satri)."</i> "So, if you like, please choose Tgk Rizwan. If you like me, please choose number 2. Otherwise, please choose Geuchik Satri."	Wisdom	Other data is also found in numbers 002, 003, and 004,

Data (001) illustrates the wise attitude of the speaker who does not focus or 'force' the audience to choose him as their representative candidate. The speaker gave another choice of number 1 and Geuchik Satri number 4. In the list of local party candidates, the Aceh Prosperous Justice Party (PAS Aceh) Aceh Jaya, Tgk Rizwan is at number 1, Tgk Azhar (speaker) is at number 2, Tasmia is at number 3 and Satri Sulaiman is at number 4. In this context, the speaker uses polite and gentle language "if you like". This proves that on the occasion of the speech/campaign, the speaker has unconsciously applied the maxim of wisdom in speaking, namely minimizing the losses of others or maximizing the profits of others.

Data 002

*"Geutanyoe peureulee talanjutkan pogram-pogram yang kana yaitu Balee Kuburan di Keude Panga Duson Ulee Titi kemudian yaitu tapeuleungka menyoe na pakat yaitu Meunasah Kulam Raya yang kana dalam agenda lon, dan kemudian chit pembangunan-pembangunan yang laen seperti peugot jalan Penyue (Wisata Penyue)."*

*"We also need to continue existing development programs, such as continuing the construction of a cemetery hall in Keude Panga, Ulee Titi Hamlet, then continue (complete) the construction of Menasah Kulam Raya that I have scheduled, and continue other developments such as the Turtle Tourism Road."*

(source Muhammad Diah, S.E. (Tgk Nu) 2024)

Data (002) illustrates the wise attitude of the speaker in continuing the ongoing programs. Speakers prefer to continue existing programs rather than create new ones. In this case, the speaker has shown a wise, wise and willing attitude to continue the program that has been made by others. The speaker wants to continue the construction of the Panga Keude Cemetery Hall in Ulee Titi Hamlet, continue the construction of Menasah Kulam Raya and other developments such as roads as access to tourism on Turtle Beach. Speakers have applied politeness in language maxim simplicity by being willing to continue existing programs so that they have minimized the losses caused by

others when creating a new program that must start from scratch (from scratch) again.

Data 003

*"Jadi, mari bergabung dengan PNA. Bagi yang gohlom mendaftar, seugera neudaftar droe bak tim maseng-maseng."*

*"So, let's join PNA. For those who have not registered, immediately register yourself with their respective teams."*

(Source person Irwanto NP, PNA Candidate for Aceh Jaya 2, 9 February 2024)

Data (003) illustrates the politeness of speakers in inviting their opponents to join the PNA. The word 'mari' is one of the markers of language politeness. Becoming a team or joining the PNA will get priority from the party in certain circumstances and opportunities in that context, the speaker has maximized the benefits to others by becoming a member of the PNA.

Data 004

*"Bek sampe tanyoe teukecoh ngon peng yang di jok watee pemilu, karena nyan akan diperugoe geutanyoe lam jangka panjang."*

*"Don't let us be fooled by the money given during the election, because it will only harm us in the long run."*

(Source person Muhammad Diah, S.E. (Tgk Nu), Aceh Jaya District election Candidate, February 2, 2024 )

Data (004) illustrates the speaker's concern about the "money politics" game of the candidates that will harm others (society) in the long run. The speaker hopes that the public will be wiser in choosing the candidates who will be their representatives. This shows the speaker has thought about minimizing losses to others or maximizing their profits.

### Maxim of Generosity

This maxim of generosity is oriented towards oneself or the speaker. Speakers are required to always minimize the benefits to themselves if they want to be considered polite by the other speaker. On the other hand, when the speaker is considered to always make profits for himself, the speaker will be considered as a person who does not want to be harmed.

Table 3 Data on Politeness in the Language of Maximum Generosity

Quotation	Maxim	Information
Data 005 <i>"Tanyoe pih kana program baro, yaitu memberikan kompor gas. Lam saboh gampong saboh tungku kompor"</i>	Generosity	Other data is also found in data 006 and 007
<i>"We also have a new program, namely providing gas stoves. Each village can get one stove"</i> (source; Muhammad Diah, S.E. (Tgk Nu), Aceh Jaya District election Candidate, February 2, 2024)		

Data (005) shows the generosity of the speaker by announcing a new program from his party, namely the provision of one gas stove to villages in his work area. The stove given by the speaker or candidate Muhammad Diah (Tgk Nu), will be an asset of the Village and will be stored in the PKK room. Gas stoves are very beneficial for residents. If there are big celebrations, parties, thanksgiving and so on, residents can use the stove for cooking utensils. In this context, the speaker has shown his generosity by maximizing profits for the citizens (others).

Data 006

*"Seulaen nibaknyan, lon tuan peuget Rumoh singgah di banda Aceh untuk membantu saudara getanyoe yang peureulee tempat tinggal sementara watee geujalani pengobatan di Banda Aceh."*

*"In addition, I have also built a halfway house in Banda Aceh to help residents who need temporary housing while undergoing treatment in Banda Aceh."*

(Source; Irwanto NP, PNA Candidate for Aceh Jaya 2 District election, February 9, 2024)

Data (006) illustrates politeness in language maxim generosity. The speaker informed the audience that he had built a halfway house in Banda Aceh as a temporary residence for residents who were undergoing treatment at Banda Aceh Hospital. This halfway house was made on the basis of a high sense of concern for the health level of the residents. Sometimes for further treatment, or residents who are referred to Banda Aceh Hospital. Candidate Irwanto, whose position is now still a member of the Aceh Jaya Legislator, has provided a halfway house for residents who go to Banda Aceh for treatment. Providing housing for residents requires sincerity or willingness to spend money. Although the cost used comes from aspiration funds, the candidate has helped maximize profits for others in terms of renting rooms or apartments. The quote reflects the maxim of generosity to maximize profits and benefits to others (community citizens)

Data 007

*"Dilee, kamoe kaleuh meupasang mandum aleue Meunasah."*

*"In the past, we have installed all the floors of Menasah."*

(Source person Mustafa Abbas, S.Pd. PNA candidate, number 2 Aceh Jaya District election 2,9 February 2024)

Data (007) shows the maximum generosity of speakers who have completed the village level. Before running for legislative office, the speaker had often helped the community in terms of procurement of sharpening floors that had not been completed due to lack of materials. The quote describes the generosity of the speaker who has maximized the benefit to others by completing the installation of the sharpening floor.

#### *Maximum Praise*

A speaker will be considered polite if he always tries to give respect to his speaking partner in speaking. The awards given are not solely for lying but based on the existing reality. A praise Maxim is a maxim that tries to minimize insults to others or maximize praise to others.

Table 4 Data on Politeness in Praise

Quotation	Maxim	Information
Data 008 <i>"Mantong teuingat JKA? Ureueng dron pasti neuturi pak Irwandi Yusuf, lahee JKA karna Pak Irwandi"</i>  "Do you still remember JKA (the Aceh Health Insurance)? You must know Mr. Irwandi Yusuf. JKA was born because of Mr. Irwandi" (Source person Irwanto NP, PNA Candidate for Aceh Jaya 2 District election, February 9, 2024)	Praise	Maximum praise data is also available at 009, 010, 011, 012 and 013

Data (008) illustrates the maxim of politeness of praise. In this context, the speaker tries to awaken the listener's memory of the topic to be discussed by mentioning the names known by them, namely Mr. Irwandi Yusuf and the Aceh Health Insurance (JKA). It is intended to create an emotional connection and get the attention of listeners. The sentence "You must know Mr. Irwandi Yusuf. JKA was born because of Mr. Irwandi", indirectly indicating a 'compliment' for the figure of Irwandi Yusuf, one of the originators of the Aceh Health Insurance when he served as the Governor of Aceh a few years ago. The community considers the JKA Program to be very profitable because it is related to low costs and easy health services. The figure of Irwandi is also the founder of PNA, one of the famous local parties in Aceh. On the occasion of the campaign, the speaker indirectly reminded Mr. Irwandi's services in facilitating health services for the community.

Data 009

*"Yang keuphon that, lon ucapkan penghormatan kepada para hadirin."  
 "First of all, I would like to pay tribute to the audience."*

(Source; Safwandi, S. Sos. Number 2 Aceh Jaya Election District 1, February 7, 2024).

Data (009) describes the speaker's appreciation for the audience. The quote indicates the maxim of praise by minimizing insults for others or maximizing praise by respecting them. The speaker expressed his respect to appreciate the audience who had been willing to attend the campaign held by the local party.

Data 010

*"Lon kira mandum Geuchik ka hadir sebagai perwakilan maseng-maseng Gampong keuno."*

*"I think, here all village heads have been present as village representatives."*

(Source person Safwandi, S. Sos. Number 2 Aceh Jaya District 1, February 7 2024).

Data (010) describes the politeness of the speaker's language by calling him "Geuchik or Village Head". Calling/calling someone with the position he or she is holding will bring happiness to the person concerned. In other words, the speaker has maximized praise for others or minimized insults for him. Implicitly, the speaker acknowledged that the presence of the village head as a person who has the authority to lead the region is very meaningful for the success of the event.

Data 011

*"Dan hana tuwoe chit penghormatan lon tuan, kepada komandan geuchik yaitu Imum Mukim Panga Pucok, nyoe nakeuh atasan dari pada geuchik."*

*"I also do not forget my respect for the superior of the village head, namely Imum Mukim Panga Pucok, who is the superior of the geuchik (village head)"*

(Source person Safwandi, S. Sos., Candidate for PA District election Aceh Jaya 1, February 7, 2024)

Data (011) describes the award addressed to Imum Mukim Panga Pucok. The mukim imam is in charge of several village heads, which means that the position of the mukim imam is at the same level as the village head. The speaker pays homage to the mukim imam as a sign that the speaker appreciates his presence. The speaker has maximized the praise of the mukim imam so that the person concerned feels appreciated and respected.

Data 012

*"Selawat beserta salam kepada pangkuan alam Nabi Besar Muhammad SAW...."*

*"Peace and blessings of Allah be upon us, we offer to the lap of nature, the great Prophet Muhammad SAW...."*

(Source; Mustafa Abbas, S. Pd., PNA candidate, number 2 Aceh Jaya District election 29 February 2024)

Data (012) shows the maximum of praise to the Prophet Muhammad PBUH. As a Muslim, sending or offering prayers and greetings to the Prophet Muhammad PBUH is a must in every formal conversation, especially when it comes to lectures or religious matters. Others who hear can give an assessment that the speaker has good morals and language politeness. The speaker has shown a form of appreciation or piety to the Prophet. In this quote, the speaker has maximized praise to the Prophet Muhammad PBUH by offering prayers and greetings to him.

Data 013

*"Yang lon tuan hormati, Bapak Geuchik Amin yang telah berhasil mengangkat perekonomian Desa Pasie Raya ..."*

*"Honorable Mr. Geuchik (village head) Amin who has lifted the economy of Pasie Raya Village...."*

(Source; Mustafa Abbas, S. Pd. PNA candidate, number 2 Aceh Jaya District election 2.9 February 2024)

Data (013) shows the politeness of the speaker's language by giving an award to Mr. Geuchik Amin. Mr. Geuchik Amin has a great contribution in raising the enthusiasm of oil palm farmers in the area. Most of the livelihoods of the people there are oil palm plantation businesses. With these efforts, the economic turmoil of Pasie Raya District has begun to squirm. The speaker (Mustafa) proudly gave an award to Geuchik Amin by mentioning his services in front of others (the community). Of course, this situation will make Geuchik Amin feel happy because he is appreciated for his services. The quote has shown that the speaker has applied the maxim of praise in his language politeness by maximizing praise for others (Geuchik Amin).

*Maxim of humility/simplicity*

One of the ways to communicate success is shown by a humble attitude and reducing praise for oneself. Everyone will be said to be arrogant if in speaking activities always praise and excel themselves. In the maxim of simplicity or humility, kati has the basis of the maxim, namely (a) praise yourself as little as possible, (b) condemn yourself as much as possible. Here's the full explanation.

Table 5 Data on Politeness in Language Maximum Simplicity

Quotation	Maxim	Information
Data 014 <i>"Lon tuan lakee meuah ateuh keusalahan dan keukurangan yang ka terjadi."</i> "I apologize for the mistakes and shortcomings that have occurred." (Source; Safwandi, S.Sos. Number 2 Aceh Jaya 1 District election, February 7, 2024)	Simplicity	Other data are shown on 015, 016, 017, 018, 019, 020, 021, 022, 023, and 024.

Data (014) describes the speaker's humility that minimizes praise to oneself and maximizes praise for others. In the quote, the speaker stated the shortcomings and mistakes in delivering his oration on the campaign. The speaker apologized very carefully and used the word "lon tuan". In Acehese language, the word indicates a high level of language politeness. So in the quote, it seems that the speaker is afraid if the audience is uncomfortable with the presence or words he says in the campaign. That way, the speaker apologizes as an effort to humble himself in order to bring a comfortable feeling from the other party.

Data 015

*"And hana tuwoe chit to Guree geutanyoe beudan protocol nibak malam nyoe which ke geujok keu ulon tuan ...."*

*"Not to forget, I would also like to thank our teachers and MC (protocol) for giving me the opportunity tonight to speak tonight...."*

(Source; Safwandi, S. Sos. Candidate for PA District election Aceh Jaya 1, February 7, 2024)

Data (015) illustrates the simplicity of the speaker by thanking the teacher (respected person) and the host (protocol) for giving the speaker the opportunity to convey his vision and mission. This sentence shows the speaker's humble nature when in front of his teacher, the speaker shows an attitude of prioritizing praise/appreciation for others. The award was intended as a respect for the teacher and thanked the host for the opportunity that had been given. It shows a simple and humble attitude, not highlighting personal abilities.

Data 016

*"Lon tuan meujanji sesuai dengan kemampuan lon dan anggaran APBK Kabupaten Aceh Jaya...."*

*"I promise in accordance with my ability and the budget of the Aceh Jaya Regency APBK..."*

(Source; Safwandi, S. Sos. Candidate for PA party at District election Aceh Jaya 1, February 7, 2024).

Data (016) is included in the maxim of simplicity of the theory of language politeness proposed by Leech. The maxim of simplicity leads the speaker to maximize praise for others. The sentence "I promise according to my ability..." describes the speaker's implicit acknowledgment of the limitations of his or her abilities in relation to funds. The speaker also linked the ability of his funds to the APBK budget. Speakers have politeness in speaking by being humble in front of the audience. The speaker states that he will fulfill his promises according to his abilities and available budget, without exaggerating or giving unrealistic promises, thus showing a wise attitude and not imposing anything impossible.

Data 017

*"Teurimong geunaseh ateu perhatian, nepeumeuah ubena salah ngon kureung dalam penyampaian lon tuan."*

*"Thank you for your attention. I apologize for any shortcomings in my delivery."*

(Source; Ainun Mardhiah, PNA Candidate for Aceh Jaya 2, 9 February 2024).

Data (017) illustrates the maxim principle of simplicity. The speaker did not hesitate to thank the audience who were willing to attend the campaign event. The speaker also apologized for all mistakes and mistakes while conveying his vision and mission. This shows the speaker's humble attitude because he admits his weakness in speaking.

Data 018

*"Kamoe mungken hana jeut meujak kunjoeng rumoh saboh-saboh untuk meupeuturi droe sebagai perwakilan ureung droen."*

*"We may not be able to visit each home individually to introduce ourselves as your representative."*

(Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024)

Data (018) shows the simplicity of the speaker. The sentence uses polite language and seems implicit, the speaker apologizes to the residents for not being able to visit the residents' houses one by one to introduce themselves due to limited opportunities and time. The speaker appreciated the audience by apologizing. Speakers respect others by maximizing their humility by showing their limitations to others.

Data 019

*"Meunyo na kureung ngon silap, lon tuan lakee meah. Menyo na kata-kata yang gasa, mohon dimaklumi."*

*"If there are shortcomings and mistakes, I apologize. If there are harsh words, please understand."*

(Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024)

The data (019) shows the politeness of the speaker at the end of the meeting. The speaker apologizes if there are mistakes or rude words spoken during the meeting. The speaker acknowledged his limitations, shortcomings and mistakes. The speaker showed his humility by apologizing to the audience. The language used by the speaker has shown politeness, the maxim of simplicity by minimizing praise for oneself by acknowledging all the limitations that one has to others.

Data 020

*"Kamoe meupeget acara lagenyoe rupa untuk kamoe peutroh pesan yang bahwa kamoe ingin menjalankan amanah dari para gure-gure dan ulama-ulama Aceh dengan mewakili ureng droen banmandum."*

*"We are holding this event as a way to convey the message that we want to carry out the mandate of Acehnese teachers and scholars by representing all of you."*

(Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024).

Data (020) is included in the maxim of simplicity of the politeness theory proposed by Leech. It refers to an effort to show humility and respect for others. The speaker showed respect and appreciation to Aceh teachers and scholars as well as to the participants of the event. The speaker expressed his intention to carry out the mandate by representing the interests of all parties involved, reflecting humility and social responsibility.

Data 021

*"Lon tuan dong inoe kareuna dukungan daripada ureng droen banmandum"*

*"I'm here because of the support of all."*

(Source; Mustafa Abbas, S.Pd., PNA candidate, number 2 Aceh District election Jaya 2,9 February 2024.)

Data (021) illustrates the helplessness of the speaker. The speaker admitted that he would not be able to qualify as a candidate without the support of others. In the quote, the speaker has shown the maxim of simplicity by maximizing praise for others. Indirectly, the speaker relies on others to have

great hopes for his success as a legislative candidate. The speaker admits that he or she becomes nothing without their support.

Data 022

*"Sigoe teuk, lon lakee meu-ah jika na kata-kata lon yang hana pantas"*

*"Once again, I apologize if there are any inappropriate words."*

(Source; Muhammad Diah, S.E (Tgk Nu), Aceh Jaya District election Candidate, February 2, 2024).

Data (022) illustrates that admitting mistakes and apologizing are actions that are in accordance with the maxim of simplicity. Simplicity involves acknowledging the speaker's mistakes and apologizing with all humility. In the maxim of simplicity, maximizing praise for others is the main thing. In the context of the sentence, the speaker admits and apologizes by using the polite marker 'please'. This indicates that speakers have been able to apply the maxim of politeness in language to the maxim of simplicity well.

Data 023

*"Mursal nyan ngon lon, ngon di baroh lon sithon, nyoe kon Mursal? Alhamdulillah, dari dile kamoe kayem meusaho-saho...."*

*"Mursal is my friend, a friend a year below me. Are right, Mursal! Alhamdulillah, we have always been together...."*

(Source; Mustafa Abbas, S.Pd. PNA candidate, number 2 Aceh Jaya District election 2,9 February 2024)

Data (023) illustrates the simplicity of the speaker by showing his familiarity with mursal, one of the residents of the community in the area. The speaker still remembers his close friend even though he is already a community leader who is registering as a candidate. The speaker shows the maxim of simplicity in paying attention to his friend by showing their familiarity to the audience.

Data 024

*"Meunyo na keusilapan, lon tuan lakee meah"*

*"If there is a mistake, I apologize"*

(Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024).

Data (024) describes the simplicity or humble nature of the speaker. This maxim directs speakers to filter expressions that have the potential to maximize insults to others by admitting mistakes caused by the speaker himself. These quotes are often said by speakers at the end of a meeting to anticipate if there is a mistake in words or attitudes that make the interlocutor uncomfortable. Apology is a culture of politeness in language related to the maxim of simplicity.

### *Maxim of Consensus*

This maxim emphasizes that speakers can build compatibility with each other in communication. If there is an agreement between the speaker and the opponent, then each of them can be said to be polite. On the other hand, if you

prioritize disagreements between the speaker and the speaking partner, it will be considered as having no good manners.

Table 4.6 Data on Politeness in Maximum Consensus Language

Quotation	Maxim	Information
Data 025 <i>Insya Allah, akan geutanyoe perbaiki dan tatuka tim meunyoe perlee"</i>	Consensus	Other data is also available on 026, 027, 028, 029, 030, 031, and 032
"God willing, we will improve and exchange teams if necessary"		
<i>(Source; Safwandi, S.Sos. Candidate for PA District election Aceh Jaya 1, February 7, 2024)</i>		

Data (025) shows the maxim of politeness of consensus between the speaker and the other speaker. The maxim of consensus minimizes disagreement for others or maximizes consensus for others. The phrase "improve and exchange teams if necessary" indicates the intention to work together in improving the situation, rather than blaming a particular party. In addition to the phrase, it also shows flexibility and readiness to adapt for the common good, without causing tension.

Data (026)

*"Jika lon hana lon teupati janji, maka hana alasan ureng droen nepileh lon teuma."*

*"If I don't keep my promise, then there's no reason to vote for me again."*

*(Source; Safwandi, S. Sos, Candidate for PA Aceh Jaya 1, February 7, 2024)*

Data (026) illustrates that speakers maximize the agreement of others in choosing legislative candidates. The speaker emphasized more on the approval of others in choosing candidates who kept their promises. At the time of the campaign, the speaker's position (Safwandi) was a legislative official who would run for re-election in the 2024 legislative election. Implicitly, the speaker asked for approval to review his performance during his time as a candidate who always kept his promises. So, to run for re-election, the speaker hopes for a citizen's agreement based on the mandate that he has carried out. Based on this background, the speaker leaves the decision entirely to the opponent (citizen) whether it is feasible to be re-elected this year.

Data 027

*"Kamoe kaleuh berkoordinasi deungon Pak Kadus untuk memberikan layanan langsung keu rumoh-rumoh ureung droen."*

*"We have coordinated with Mr. Kadus to provide medical services directly to your home."*

*(Source person Irwanto NP, PNA Candidate for Aceh Jaya 2 District election, February 9, 2024)*

Data (027) shows an agreement between the speaker and the Hamlet Head (Kadus) on the program to provide direct medical services to residents' homes. Although this program is still in the form of a promise, the speaker shows that the decision is made based on the results of coordination with the Hamlet Head. The quote reflects that each program that will be carried out maximizes the approval of others who know more about the needs of the residents. Thus, whatever program will be implemented later will be right on target and beneficial to residents.

Data 028

*"Kiban! Peui keuh na pakat geutanyoe tapileh ureueng inong kalinyoe?"*

*"How, do we agree to choose women this time?"*

(Source; Ainun Mardhiah, PNA Candidate for Aceh Jaya 2 District, February 9, 2024)

Data (028) is in the form of questions that require agreement from others. The speaker's desire for the community to provide support to women to advance to become legislative candidates. The speaker expects residents to vote for her to represent women to become legislative officials this year. Without the support and consent of citizens, speakers will not be able to advance and be elected. The politeness of the speaker's language already reflects the maxim of consensus by maximizing the agreement of others so that he is able to advance to become a legislative official.

Data 029

*"Geutanyoe harus seupakat untuk ta dukong salah sidroe calon yang teupat dari Muhammadiyah atau dari NU."*

*"We must agree to support the right candidates, both from Muhammadiyah and NU."*

(Source; Muhammad Diah, S.E., (Tgk Nu), Aceh Jaya District election Candidate, February 2, 2024)

This data (029) reflects the speaker's efforts to build an agreement with the audience. This data quote contains a joke value. The words "Muhammadiyah and 'NU' in question are not Islamic mass organizations but a pun on the name of the candidate concerned. The name of the candidate is "Muhammad Diah" but is usually called Tgk Nu. Through the 'joke', the speaker (candidate) hopes for the approval of residents to support him in the 2024 legislative election by associating his name with the large mass organization. The speaker applies the maxim of consensus with the citizen referring to the principle of cooperation in communication. Even though it was a joke, the speaker really hoped for approval from the residents to become their representatives again in this year's legislative election.

Data 030

*"Geutanyoe harus meusaboh dan tadukung pogram yang kana bek sampe geutanyoe terkecoh dengeon peng yang dijok pada saat pemilu, karna nyan hanya*

*rugoe geutanyoe dalam jangka 5 thon ukeue,geutanyoe harus taseumike untuk Panga dan Gampong geutanyoe."*

*"We must unite and support existing programs. Don't let us be fooled by the money given during the election, because it will only harm us in the long run. We have to think for Panga and our sub-districts and villages."*

(Source person Muhammad Diah, S.E. (Tgk Nu), Aceh Jaya District election Candidate, February 2, 2024)

Data (030) describes the invitation of speakers to unite and support existing programs, and warns not to be fooled by the money given during the election. This statement aims to reach a common understanding and agreement on the importance of thinking for the long-term interests of the sub-district and village, not just momentary interests. The statement is included in the maxim of consensus because it regulates communication techniques with the aim of reaching an agreement or agreement with the other person.

Data 031

*"Kalinyoe, ta ujoe jok keusempatannyoe bak ureueng inong untuk turut berkontribusi"*

*"This time, let's give women the opportunity to contribute."*

(Source; Ainun Mardhiah, PNA Candidate for Aceh Jaya 2, 9 February 2024).

Data (031) describes the speaker's invitation to give women a role in politics. Speakers use the word 'mari' as one of the markers of politeness in language. Actually, this sentence is a request from a female candidate to support her in the legislative candidate election. However, the speaker submits completely to the community or based on the consent of the community. Speakers use the excuse to maximize the benefits for women to be able to play a role and contribute to the world of politics. As a fact, the role of women in the political arena is very minimal, especially in Aceh Jaya. Women are still considered inferior who only deal with domestic problems.

Data 032

*"Ateuh permintaan tim pemenang dari 5 boh Gampong, Acaranya diselenggarakan bak saboh titek"*

*"At the request of the winning teams from five villages, this event was held at on-site."*

(Source; Safwandi, S.Sos., Candidate for PA District election Aceh Jaya 1, February 7, 2024).

Data (032) indicates that speakers are more likely to maximize the consent of others. In the context of "At the request of the winning team", the speaker prefers to 'make the team happy' rather than obeying his own wishes. Whatever activities are carried out, everything is in agreement with other people (the winning team). Speakers highly value shared decisions to achieve common goals.

*Maxim of Sympathy*

Maxim sympathy requires each speech participant to maximize sympathy and minimize antipathy to the opponent. The speaker must show

that he feels happy if the speaker feels happy, or vice versa. The speaker must also show sympathy for the sadness of the speaker if the speaker is feeling sadness. Deviation from the maxim of sympathy can be characterized by not giving a sincere sense of sympathy to the opponent and being antipathetic towards the opponent. Here are the data and explanations.

Table 7 Data on Politeness in Language Maxim Sympathy

Quotation	Maxim	Information
<p>Data 033</p> <p><i>" Lon peugah, Mak !, nyo meninggai Ayah, tanyoe tatupat pat kubu, tapi meunyo gadoh adat, gadoh Agama, pat tamita? maka jih bah pih lam keuadaan saket, peu mantong yang terjadi, kamoe teutap menjalankan amanah, untuk tapejuang keadilan dan keuslamatan Bangsa dan Negara."</i></p> <p>" I said, Mom! if the father dies, we know his grave, but if we lose customs, lose religion, where do we look? So even though we are sick, no matter what happens, we still carry out our mandate to fight for justice and the safety of the Nation and State."</p> <p>((Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024 )</p>	Sympathy	The same data is also available on 034, 035 and 036

Data (033) illustrates the politeness of language maximum, high sympathy for the interests of others. Quote "... fighting for justice and safety of the Nation and State" reflects the politeness of the speaker's language in maximizing sympathy for others. Speakers reduce their antipathy to their families for the sake of their concern for customs and religion related to the benefit of the community. In this context, the speaker has a high sense of concern by the impression of denying the affairs of privacy or the family in order to fight for the justice and security of the Nation and the State.

Data 034

*"Jadi, Bapak Ibu, bagi yang na masalah dengoen kesehatan, hana peureulee le` susah-susah jak bak rumoh saket...."*

*"So, ladies and gentlemen, for those who have health problems, there is no need to bother going to the hospital anymore..."*

(Source person Irwanto NP, PNA Candidate for Aceh Jaya 2 District election, February 9, 2024)

Data (034) shows that the speaker is concerned about the health of others. Speakers strive to reduce the burden on the interlocutor and provide benefits or benefits. In this sentence, the speaker tries to provide comfort to the audience (Mr. and Mrs.) by stating that they don't have to bother going to the

hospital, which means that the speaker is trying to reduce the burden or difficulties that the listener may face. Speakers maximize sympathy for others by showing concern for their health services.

Data 035

*"Ureung chik lon yang dirahmati oleh Allah swt, sebagai mana geutanyoe teupe yang bahwa nibah uroe nyoe kondisi Agama sangatlah geutanyoe sayangkan, ka ubit that peuranjih."*

*"Ladies and gentlemen, who are blessed by Allah, as we all know that today the condition of our religion is very concerning, its role is very small."*

(Source; Tgk Azhar PAS Candidate for Aceh Jaya I District election, January 31, 2024)

Data (035) shows concern and concern about the condition of religion in today's society. The speaker showed his concern for the condition of religion which is concerning. That is, the behavioral conditions of the community (youth) are very far from religious knowledge. The role of religion in life is very minimal. Speakers try to maximize their sympathy for the role of religion in life. His role is getting smaller and smaller in people's lives.

Data 036

*"Yang brat-brat na BPJS, troh bak saket bacut Bapak Ibuk PNA neuperemen, na JKA yang nan jih JKA Teunom –Pasie Raya."*

*For chronic diseases, we have BPJS. However, for normally illnesses, PNA provides assistance through the Teunom-Pasie Raya JKA program."*

(Source; Ainun Mardhiah, PNA Candidate for Aceh Jaya District election, February 29, 2024)

Data (036) the speaker gave a statement, namely making a program that maximizes sympathy for others. The speaker representing his party showed his concern for the health of the people by helping and facilitating access to health insurance. The speaker also informed the level of concern of his party to small matters related to the health of residents through JKA Teunom-Pasie Raya. The quote describes the politeness of the speaker in showing concern by maximizing sympathy for others.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research on the analysis of language politeness of local party legislative candidates in Aceh Jaya, it can be concluded as follows.

First, the findings in the field show the excellent language politeness of the local party candidates in Aceh Jaya constituencies 1 and 2. This is supported by the educational qualifications of local party candidates who are on average bachelors and have experience in the world of politics. In the previous legislative elections, the local party candidates, almost all of whom were former GAM combatants, had characteristics with more assertive (rude) language, but in the 2024 legislative election they were able to adapt in choosing more polite speech with the wishes of the voting community. The candidates showed excellent language politeness in conveying their visions and missions in the open campaign for the legislative election in Aceh Jaya.

Second, the language politeness of local party candidates in Aceh Jaya already has the Leech version of the language politeness principle. Leech's version of the principle of politeness in language consists of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim). In addition, the candidates showed the characteristics of Acehese people from the Islamic side by using words such as assalamualaikum, alhamdulillah, God willing, peace and blessings to the Prophet PBUH and so on. These words show the culture of politeness in the Acehese people who are generally Muslims.

Based on the results of the analysis of the language politeness of local party candidates in Aceh Jaya, the author recommends several suggestions, namely the following;

First, the results of this research are expected to be beneficial to increase knowledge about language politeness so that it becomes a reference for applying the principle of language politeness in daily life.

Second, in the analysis of the language politeness of local party candidates in Aceh Jaya, it is related to the level of politeness of the candidates in conveying their vision and mission in the campaign. In this regard, it is interesting to examine the politeness of the language with other objects such as the politeness of the language of the seller and the buyer, the politeness of the language of the fishermen, the politeness of the language of parents and children and others.

#### **FURTHER STUDY**

Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

## **REFERENCES**

- Aini, Qurrata, Sumarlam, Djatmika (2018). Fungsi Kepatuhan Maxim Prinsip Kesantunan pada Komentar Berita di Fanspage Facebook Merdeka.com. Jurnal : Kandai. Vol 14 No. 1, Mei 2018.
- Ardial. (2010). Komunikasi Politik. Jakarta : Indeks.
- Arikunto, Suharsimi. 2006. Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta
- Azwardi. 2018. Metode Penelitian: Bahasa dan Sastra Indonesia. Banda Aceh: Syiah Kuala University Press.
- Chaer, Abdul. 2010. Kesantunan Berbahasa. Jakarta: Rineka Cipta.
- Chaer dan Agustina. 2010. Sociolinguistik Perkenalan Awal. Jakarta: Rineka Cipta.
- Cummings, Louise. 2007. Prakmatik Sebuah Perspektif multidisipliner. Yogyakarta: Pustaka Pelajar.
- Djafar, Muhammad. 2009. Perkembangan dan Prospek Partai Politik Lokal di Provinsi Nanggroe Aceh Darussalam", Tesis. Semarang: Universitas Diponegoro.
- Dewi, Arini Pebriana. 2019. Kesantunan Tuturan Imperative Guru TK Ulum di Desa Kumbara Utama Kecamatan Kerinci Kabupaten Siak. [Skripsi, Universitas Islam Riau], Pekanbaru.
- Hamid, Ahmad Farhan. 2008. Partai Politik Lokal di Aceh. Jakarta: Kemitraan Amiek Sumindriyatmi.
- Hardani, dkk. 2020. Metode penelitian Kualitatif dan Kuantitatif. Yogyakarta: CV Pustaka Ilmu.
- Haryadi., Listini., Gunawan., dan Yati. 2021. Kesantunan Berbahasa dalam Percakapan Guru dan Siswa dalam Proses Pembelajaran. Jurnal bindo sastra, 5(1), 33-44.
- Karim, Aim. 2008. Pendidikan Kewarganegaraan. Bandung: Grasindo.
- KBBI. 2022. Kamus Besar Bahasa Indonesia (KBBI). Online. [kbbi.kemdikbud.go.id](https://kbbi.kemdikbud.go.id).<https://kbbi.kemdikbud.go.id>.
- Leech, G. 1983. Prinsip-Prinsip Pragmatik. Jakarta: Gramedia.

- Leech, Geoffrey. 2006. Prinsip-prinsip Pragmatik. Jakarta: Universitas Indonesia.
- Mahsun. 2007. Metode Penelitian Bahasa. Jakarta: PT Raja Grafindo Persada.
- Markhamah, dkk. 2011. Analisis Kesalahan dan Kesantunan Berbahasa. Surakarta: Muhammadiyah University Press.
- Maulidi, Ahmad. 2015. Kesantunan Berbahasa pada Media Jejaring Sosial Facebook. Jurnal Bahasantodea Vol 3 No 4.
- Mislikhah, S. 2020. Kesantunan berbahasa. Ar-Raniry: International Journal of Islamic Studies, 1(2), 285-296.
- Moleong, Lexy J. 2019. Metode Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya.
- Muhammad. 2014. Metode Penelitian Bahasa. Jogjakarta: Ar-Ruzz Media.
- Mustari, Mohammad. 2014. Nilai Karakter Refleksi Untuk Pendidikan. Jakarta: Rajawali Press.
- Nazir, Moh. 2011. Metode Penelitian. Bogor: Ghalia Indonesia.
- Oetomo, Hasan. 2012. Pedoman Dasar Pendidikan Budi Pekerti. Jakarta: PT. Presatasi Pustakaraya.
- Purba, Andiopenta. 2011. Tindak Tutur dan Peristiwa Tutur. Jurnal: Pena Vol. 1 No. 1 Desember 2011: 77-91
- Rahardi, K. 2005. Pragmatik: Kesantunan Imperatif Bahasa Indonesia. Jakarta: Penerbit Erlangga
- Rauf, Rahyunir. 2017. Perubahan Kedudukan Kelurahan: Perangkat Daerah menjadi Perangkat Kecamatan, Jurnal: "Wedana Pemerintahan, Politik dan Bikrokrasi", Vol. 3, No. 1: 34.
- Sauri, Sofyan. 2006. Pendidikan Berbahasa Santun. Bandung: Genesindo.
- Sudaryanto. 2015. Metode dan Aneka Teknik Analisis Bahasa. Yogyakarta: Duta Wacana University
- Sugiyono. 2021. Metode Penelitian Kualitatif, dan R&D. Bandung: Alfabet.
- Sugono, Alwi Hasan, dkk. 2007. Kamus Besar Bahasa Indonesia. Jakarta: Balai Bahasa.

- Sumarlam, Sri Pamungkas, Ratna Susanti. 2023. *Pemahaman dan Kajian Pragmatik*, Cetakan kedua. Solo : Bukukatta.
- Tarigan, Henry Guntur. 2009. *Pengantar Pragmatik*. Bandung: Angkasa CV.
- Triani, Rena Ajeng, Urgensi Sikap Dermawan Menurut Hadis, *Jurnal : Riset Agama*, Vol. No. 1 April 2021,180
- Ulfah, Anisa. 2020. Wujud Kesantunan Tindak Direktif Guru Taman Kanak. *Jurnanal pendidikan*, 1(6), 1008-1016.
- Wijana, I Dewa Putu. 1996. *Dasar-dasar Pragmatik*. Yogyakarta: Andi Offset.
- Yule, Gorge. 2014. *Pragmatik*. Yogyakarta: Pustaka Pelajar.
- Yuliana, R, Muhammadiyah Rahmadi, Raheni Suhita.2013. Daya Pragmatik Tindak Tutur Guru dalam Pembelajaran Bahasa Indonesia Pada Siswa Sekolah Menengah Pertama. *Jurnal : Basastra Volume 2 Nomor 1*, April 2013, ISSN I2302-6405
- Yusewa dkk, Gade. 2016. *Hukum Tata Negara Pasca Perubahan Undang-Undang Dasar Negara Republik Indonesia 1945*. Malang: Setara Press.
- Zamzani, dkk. 2010. *Kajian Sosiopragmatik*. Yogyakarta: Cipta Pustaka