

Original Research Article

Politeness strategies as persuasive tool used in Lombok commercial magazines

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Abstract

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This research aims to illuminate the pragmatic function of politeness in the world of advertising. Politeness theory by Brown and Levinson (1987) in the form of taxonomy is known to be one of the most important factors for a successful communication and persuasive instrument. A corpus of 91 advertisements both in English and Indonesian were collected from some magazines. Each advertisement was then analyzed in term of category and sub-category of politeness strategy in the two languages. From the research, it was found out that the use of politeness strategies, based on the Brown and Levinson's taxonomy, indicated that English ads exploit more on Off-record, Bald-on Record, and Positive Face strategies, while Indonesian ads tend to use Negative politeness strategy.

Key Words: Advertisement, Lombok tourism spots, persuasive tool, politeness strategy

INTRODUCTION

In the world of business, the language of advertisement plays an important role and it is considered as a directive speech act, (Searle, 1970) or "a speech act" (Amir, 2013:44) and its nature is impositive (Leech, 1983), which influences and motivates people to buy products. Advertisers use different kinds of language strategy to reach the goal and one of them is the use of politeness strategy. This strategy is usually employed to strengthen rapport and to maintain social equilibrium, (Fraser dan Nolen, 1981).

People in general tend to pay more attention when they face polite language that shows deference and consideration to others. Therefore, it is critically important for advertisers to catch the readers' attention and maintain social and emotional relationship with their customers. In order to reach the goal, they are expected to use politeness strategies in their advertisements with a careful consideration from many different aspects. Moreover, one thing that must also be considered is

every community has a different culture, it is therefore, as stated Hughes (1984) one way to understand cultural view and understanding of a community is by analyzing the advertisements presented in various kinds of media including advertisements as found in business or commercial magazines. So long as those people working in the world of advertisements want to change the purchasing or consumption behavior of the consumers by influencing them to do what they want them to do, it must be certain that an advertisement presented in every culture and language employs a different persuasive strategy which is in line with the politeness principle and strategy uphold in that culture.

Lakoff (1975) has his own view that politeness has been developed to lessen the friction in social communication and interaction so that politeness can be seen as a constrain in human communication which is aimed at considering others' feeling, establishing degree of mutual comfort, and promoting rapport. Further, Ide

(1989:225) sees it as 'language usage associated with smooth communication'. All these understandings reveal the true fact that politeness is an important element in creating effective relationships with other people, and it is therefore any failure in using these strategies can debar the effective communication, leading to individual disappointment and dissatisfaction.

Knowing the fact that different cultures employ different politeness strategies, it seems that exploring into the nature of these differences can be of great interest and help to researchers and practitioners. This study aimed at investigating different linguistic politeness strategies which are often used in ads to persuade people to buy different products in the form of goods and services.

Purpose of the Study

One way to understand politeness strategy in one culture is by way of contrasting it with the politeness strategy used in other cultures.. This study aims to compare and contrast linguistic politeness strategies used by advertisers of printed media in Indonesian and English.

Therefore, this study is expected to answer the following questions:

- a. Are there any significant differences between politeness strategies as used in Indonesian?
- b. Are there any significant differences between politeness strategies as used in English?
- c. Are there any significant differences between politeness strategies as used in Indonesian and in English?

Rationale

Naturally, business communication is very persuasive. Persuasive language is believed to able to influence people's purchasing behavior. In this way, it is called that the goal of business is reached. One important element of persuasive language is the employment of politeness strategies that are in line with the need of market target. In Lombok itself, there are many people who want to start business since there is a great opportunity as the logical consequences of the development of tourism sector. Those business people are new entrepreneurs who are not enough only by relying on opportunities and other capitals. The other important variables that determine the success of business is their ability in business communication including politeness strategies. This study is expected to fill the gap and be considered as an

important knowledge asset in running entrepreneurship mainly at the tourism spots.

Theoretical Review

Politeness

Politeness as a communication phenomenon has attracted much attention of researchers (e.g. Brown & Levinson, 1987; Geis, 1982; Lakoff, 1973; Scollon and Scollon, 2001) in analyzing many theoretical and practical issues which are relevant to the politeness itself. Using Grice's Cooperative Principles and Speech Act Theory as its background (Watts and Mesthrie, 2003), politeness theory has been a milestone by which acceptable and correct behavior can be analyzed. Because of its importance in identifying the elements related to the politeness behavior and discourse, some studies have been conducted (e.g. Hardin, 2001; Matsumoto, 1989; Pishghadam, 2011; Schmidt, Shimura, Wang, and Jeong, 1995) in the area related to theory of politeness in Pragmatic Linguistics which revealed and introduced researchers with the politeness strategies in various cultures

In everyday interaction, people exchange various politeness strategies among them to maintain effective communication. Johnstone (2008:145) for example, observes that people in every culture can hire politeness marker to interpret language appropriate to a given situation. The important point in every interaction can be recognized through the kinds and numbers of politeness strategies being used by a speaker and listeners to enable them establish an appropriate interpersonal relationship (Woods, 2006).

In the field of Pragmatic Linguistics, the advocates like Lakoff (1973) dan Leech (1983) provide definitions of politeness theory in line with their specific rules. Leech's ideas, for example, mainly focus on the goal-oriented speech situation in which a speaker uses language in an effort to provide a particular effect in the part of a hearer. Criticizing Leech's (1983) politeness model as too abstract and theoretical, Brown and Levinson (1987) proposed a politeness model which was based on social interaction and viewed the strategic choices of people in social interactions to reflect the cross-cultural diversity presenting in communication. In their theory, which is later popular as the most comprehensive and influential theory of politeness, Brown dan Levinson (1987) tried to base their view on "face" similar to Goffman's (1955) argument. For them, there are two goals that any interactant wants to convey to his/her addressee, i.e. "his/her desires not to be impeded or limited in his/her actions (negative face) and

his/her desires to be approved (positive face)". Both faces are considered as a part of a view on "face" by Johnstone, (2008:146).

In accord with the idea that everyone, as much as possible, tries to save his/ her face in the duration of social interaction, it is expected that all people involved in all social interactions try to reduce face-threatening acts (FTAs). However, Brown and Levinson's (1987) model indicates that whenever a person is forced to execute a face threatening act as a logical response over a positive face threat or negative face threat of his interlocutor, he would surely employ some strategies that can reduce or "redress" the coming threat. Woods (2006) emphasized that there are at least five super-strategies proposed by Brown and Levinson (1987) which are employed by an addresser to reduce FTA. Those five super strategies start from strategy that tends to increase the risk of losing (Bald on-record strategy) that is FTA without any redressing effort to a strategy that reduces the level of risk (Avoidance strategy).

One among the arguments that makes Brown and Levinson's (1987) model as a credible source of doing politeness strategy analysis is its universality in nature and the real fact is that almost all our everyday interactions are in this category. Another important point of this model is its emphasis on the culture of the addressee based on the three variables that trigger Face Saving Act in every interaction. Those three variables are as follows;

1. The different social gap which is perceived between participants (D)
2. The different power between an addresser and an addressee (P)
3. The level or rank of speech act culture (R).

Analyzing culture using this model is supported by considering the quantity of negative and positive face strategies and also by considering those strategies among one another in every culture to get to know which solidarity or imposition is more dominant. By the same reason Scollon and Scollon (1981) emphasized that in a different culture, negative politeness determines the seriousness of imposition, whereas positive politeness emphasizes the general nature of the relationship of the interactants.

Advertisement Language

From various researches on politeness strategies, there are some researcher that analyzed advertisement at the intercultural scale. Written persuasive discourse on advertisements has influenced many researchers (such as Geis, 1982;

Hardin, 2001; Lakoff, 1982; Lin, 2005; Schmidt, et.al. 1995) who conducted studies on certain societies and cultures in their connection with the roles of advertisement. Written advertisement as a verbal interaction is considered as a politeness discourse. Lakoff (1982) as the pioneer on the study of politeness more specifically on the advertisement discourse (see Lin, 2005;77) who defines politeness discourse as "non-reciprocal effort or intention of one side to influence or change attitude, feeling, intention, or point of view other people through communication".

According to Reardon (1991), communicative media are divided into three main categories from interpersonal persuasion, organizational persuasion, and the most common one is mass media persuasion such as advertisement. In 1982, Lakoff conducted studies on the apparatus of politeness strategy and provided some examples of advertisements that deviate from Grice's Cooperative Principle and Maxim of Manner.

Further, Geis (1982) conducted wider studies on TV ads and concluded that aside from using certain language techniques, advertisers tended to use indirect ways in making claims over their products. Pearson (1988) also conducted a research to get data on how people in their business meetings at a church asked for a support on their opinion by using politeness strategy. He also found out that in such meetings, the religion leaders, who did their main duties, employed more positive and negative politeness strategies compared to those of other strategies that made him seem more talented, stronger, and more persuasive. Matsumoto (1989) emphasized on the importance of Japanese culture in interpreting the politeness phenomena and he also underpinned the importance of social context in the politeness theory applied in Non-Western society

The TV ads had also been analyzed by Schmidt et.al. (1995) with their main purpose was to find out the differences in using speech act in various different culture. In their studies, they compared advertisements from United States, Japan, China, and South Korea and they found out that ads on consumer products in the United States were more persuasive compared to those of the same kind in Asian countries in the case of message frequency to buy products and in the imperative level as used in their ads. In another research, Obeng (1997) analyzed politeness strategies which were used by professionals in the legal field and found out that they used politeness strategies like when they used different term of addresses and other complimentary remarks to soften the coming face saving act locution and it therefore became polite and negative.

Further, in connection with the study on negative strategies which are often used in TV ads, Hardin



Figure 1. The determining variables in a marketing discourse

(2001) analyzed a corpus consisting of 214 advertisements from three countries: Chile, Spain, and United States. Politeness Strategy which is one of pragmatic instruments in the study was compared and contrasted based on the model proposed by Brown and Levinson (1987) and the results show interesting differences on the use of positive and negative politeness in the culture of each country.

Benkendorf et al., (2001) studied politeness strategies on some indirect sentences as used by medical consultants. In his study, they found out in that in conveying their ideas to their patients, they decreased the level of direct imposition to their patients by using "impersonal and indirect language". However, in other research, Daly et al., (2003) focused his attention on the way of one 'Expletive' form used in two face saving acts i.e. 'direct complaint' and 'refusal' by workers in one industry teamwork. By analyzing the use of expletives by the workers based on politeness strategies, they found out that the use of particular expletive forms indicate socio-pragmatic functions of the words and the ownership of the community where the words were used.

In other study, Lin (2005) observed the use of politeness strategy in a business dialog in Chinese language by introducing the newest data collection method called Natural Data Elicitation Technique. In other study, Lin (2005) concluded that the sellers used different politeness strategies and the highest level of the strategies is that a strategy that emphasizes on the

collectivist nature of Chinese culture. By analyzing the impact of impoliteness of TV quiz performance, Culpeper (2005) demonstrates how impoliteness could increase the possibility of face-damage. In the research, he concluded that how creative is the nature of a discourse and how by prosodic analysis, valuable information on politeness is collected. The other research in the context of health was conducted by Brown and Crawford (2009) where they explain the importance of appropriate politeness markers telephone conversations a health consultant and his patient. They reported that the health consultant tried to reduce the level of imposition and increase co-operation by applying acceptable politeness markers.

Marketing as a Discourse

As communication in general, the communication in the world of advertising is determined by various factors. Those determinant factors can be seen by presenting questions as:; who speaks what to whom in what purpose, in what media, in what way and in what circumstances? Those questions are often used to get data from questionnaire as can be seen in the following figure 1.

The World of Advertising

It has been 250 years since advertising language has

found itself as a specific textual model of its own, (Gieszinger, 2001). This model can be distinguished from other models because it has specific features both in lexical, morphological, syntactic, stylistic and pragmatic level. The propelling power behind the development of those unique textual models lies on the specific function of advertising text which is mainly determined by the relationship between a sender and his recipients and the goal of the sender (Sternkopf, 2004). Further, Kroeber-Riel (1993) enumerates the functions of ads in some groups as follows:

- 1) Provides Information source about products and services,
- 2) Motivates consumers to buy products,
- 3) Strengthens purchasing motivation,
- 4) Provides socialization function
- 5) Provides entertaining function.

If we shed light from pragmatic point of view, an advertising speech act can be considered as a recommendation act or a presentation act, (Cf. Nusser, P. (ed.), 1975) but naturally most of the advertisements could be categorized as a persuasive or impositive language act.

Most consumers do not agree with the statement that the purpose of an advertisement is to improve information about goods and services. In 1992, there is 20% of the consumers who believe that the advertisements provided true information about goods and services. As a comparison, 20 years before, nearly double number of people believed an advertisement conveyed true and useful information (Felser, 1997).

The problem of truth in the world of advertisement constitutes a hot debate topic in the philosophy of advertisement. Daniel Boorstin, as quoted in Hughes, G. (1987) for example, argues that advertising has significantly changed the whole concepts of truth. The duty of experts is to make persuasive statement which is not true nor false.

However, the informative function of an advertisement cannot be underestimated. Providing markets with every information about products and services is one of the oldest and most important functions of advertisement. Of course the content of one advertisement differs from the others. It all depends on product circulation which is advertised. There are four general function of advertisement in relation to the life cycle of a product:

1. *Introductory Advertising*: When there is a new product that be launched to the markets, consequently information about it needs to be provided for consumers so that they are familiar with and in an effort to persuade them to the use of the product.
2. *Penetration advertising*: After the new product was

launched, it should be easily distinguished from other competitors' brand. At this stage, there are two most common strategies, i.e., there are some brands that struggle hard to establish their own brand image by providing factual information, whereas the others rely themselves on emotional support. .

3. *Cutthroat advertising*: This stage is achieved when the markets have been saturated. The purpose of this kind of advertisement is to win over the competitors' markets. At this stage, information is no longer relevant since the consumers have already good knowledge of the products.

4. *Expansion Advertising*: This strategy aims to get new customers for the product that has already been so popular in the market. The new market targets will not be confiscated from the competitors, but the main goal is to convince customers the benefit of the product. The information content is of crucial importance at this stage..

The Functions of Advertisement

Leech (1966) argues that there are four functions of the so called a successful advertisement each of which is interconnected with the language used to come to the main objective:

1. Attention Value

An ads needs to be attentive and arouse curiosity. On the language level, this goal can be achieved if it is done through breaking language conventions, for example by using wrong spelling, neologism, the use of pun, grammatical solecism, rhyme, semantic deviation, or the use of language in the wrong or inappropriate context.

2. Readability

After an ads succeeds to steal readers' attention, simple information needs to be provided that can be cached in a second. Therefore, the presentation style needs to use general vocabulary (Caples, 1994). That kind of language gives informal and friendly impression and often conveyed by using spoken language style.

3. Memorability

A message in an ads is a very important point in order that it will be easily memorable so that it will become something usual. Therefore, repetition is considered the most common technique for that purpose in line with the nature human's short memory (Sowinski, 1991).

4. Selling Power

Ultimately, because the final goal of any ads is to sell a product, persuading people to buy can only be achieved by a clear instruction about what should be done next. Imperative language constitutes the most appropriate for the purpose.

Table 1. Frequency of Politeness Strategies in English and Indonesian

Ads lang.	Bald on	Positive	Negative	Off-record	Avoidance	Total
Indo.	4	15	1	2	0	22
English	22	19	1	27	0	69

Table 2. The result of Chi Square test on politeness strategies as used in Indonesian

Indo.	Strategies	Observed N	Expected N	df	χ^2 test	χ^2 table
	Bald on record	4	5.5	3	22.73	11.341
	Positive	15				
	Negative	1				
	Off record	2				

RESEARCH METHOD

The Corpus of Research

The corpus of this study is a collection of 91 written Indonesian and English advertisements. The advertisements were collected from some of the most-read and popular magazines available at some tourism spots in Lombok; Lombok Guide, Lombok Magazine, and Majalah Bandara. All kinds of ads were taken so long as a stretch of language is provided to accompany the visual base. All the ads taken are considered representative of persuasive ads.

Procedure

The first step in analyzing the data in this study was to identify the politeness strategies used in the corpus as proposed by Brown and Levinson (1987). Based on the model, there are five super strategies that could be exploited by any individual during his FTA. Those super strategies include: 1) bald-on record; 2) positive politeness; 3) negative politeness; 4) Off-record; and 5) Avoidance.

Every ads line was grouped based on the above five categories. The groups were the tabulated in term of frequency. To find out the significant difference of the data in English and Indonesian Chi Square test was applied.

RESULTS

As shown at the Table 1, there is significant difference between the total number of advertisements written in Indonesian and in English ($\chi^2 = 24.28$). Both Indonesian and English ads do not employ avoidance

strategy in their ads. Of the strategies used in Indonesian with N=22, it is clear that positive strategy outnumbers the other strategies, whereas the English ads are dominated by three strategies; Off-record N= 27, Bald-on record N=22 and Positive Strategy N=19. One interesting point is both ads in Indonesian and English have the same frequency in using negative face strategy.

As it is clearly presented at the table 2, there is significant difference ($\chi^2 = 22.73$) of politeness strategies used in Indonesian. As could be seen at the above table, Indonesian ads heavily relies on the use of positive politeness outnumbers the other strategies or far above expected N=5.5. Whereas the other three strategies; Bald-on record (N=4), Negative (N=1) and Off-record (N=2) are under the expected N=5.5. From the existing span of the data, it can be said that Positive face strategy > Bald on record > Off record > Negative face strategy.

The result of Chi Square test over politeness strategies used in the English ads shows significant difference ($\chi^2 = 22.31$) higher than Chi Square on the table ($\chi^2 = 11.341$). As shown at the Table 3 below, it is clear that the frequency of each strategy; Off Record (N=27), Bald-on record (N=22) and Positive face (N=19) have been intensively exploited more than expected (N=17.25). On the other side, Negative Face strategy (N=1) was used much lower than expected (N=17.25). From the data span, it is quite clear that advertisements in Indonesian differs significantly from those of English where three main strategies were highly employed; Off record, Bald on record, and Positive Face strategies. Whereas in Indonesian advertisements, the only strategy which was intensively employed was Positive Face strategy..

As presented at the table below, it is clear that there is a tendency of significant difference between Bald On-record strategy used in English and Indonesian ads. In Indonesian ads, Bald On-record strategy was used four

Table 3. The result of Chi Square test on politeness strategies as used in English

English	Strategies	Observed N	Expected N	df	X2 test	X2 table (1%)
	Bald on record	22	17.25	3	22.31	11.341
	Positive	19				
	Negative	1				
	Off record	27				

Table 4. The contrast of the two versions of advertisements

Bald on record	Strategies	Observed N	Expected N	df	χ^2 test	χ^2 tabel
	Indo.	4	13	1	12.46	6.635
	English	22				
Positive						
	Indo.	15	17	1	0.46	6.635
	English	19				
Negative						
	Indo.	1	1	1	0	6.635
	English	1				
Off record						
	Indo.	2	14.5	1	21.55	6.635
	English	27				

times (N=4) less than expected N=13, while in English ads N=22 this strategy was used more than expected N=13. By computing the Chi Square of the data, it was found out that $\chi^2 = 12.46$ higher than Chi Square table $\chi^2 = 6.635$, therefore the difference is considered significant.

On the other side of the data, Positive Face strategy used in the both kinds of ads shows that there is no significant difference ($\chi^2 = 0.46$), that is the advertisement in Indonesian (N=15) and in English (N=19) with expected N=17. Almost the same thing happens in the use of Negative Face strategy in both kinds of advertisements where English version has N= 1 and Indonesian version also has N=1. It is therefore concluded that the Negative strategy tends to be quite avoided in both versions.

A very interesting phenomenon happened in the use of the Off-record strategy because the real fact is that in both versions of advertisements, there is a significant difference was found out. In the English version, the use of this strategy occurs as many as N=27 with expected number N=14.5, whereas the same strategy used in Indonesian appears with only N=2. This difference will be an interesting point of discussion in the next session.

DISCUSSION

It is almost certainty that advertisements in Indonesian

are primarily intended to provide information about products to and influence the speakers of the language no matter what their nationalities are. The other certainty may also apply to the advertisements written in English. Back to the very basic principle behind any establishment of advertisement is to influence or persuade prospective buyers to follow whatever intended by the advertisers, this makes very clear that the language of advertisement has the characteristic to influence readers. In other words, it is very impositive in nature. Therefore, it could be concluded that an advertiser in designing his advertisement will make every effort to understand his prospective buyers both in terms of the most appropriate strategy of politeness and language that fit them.

This kind of understanding made this study important in that it tries to understand the tendency of the advertisers to use certain politeness strategies rather than the others. This knowledge and understanding will hopefully reveal the most favorable strategy and language used by some promotional magazines in Lombok. It is also the rule that the advertisers are fully aware of their audiences, otherwise they will fail to communicate harmoniously and effectively with them since, as stated by Yu and Ren (2013), politeness is one of the powerful social constraints in any social interaction to protect the feelings of others.

The main objective of this study is to reveal the politeness strategies applied by the Indonesian and English advertisers. With specific regard to the

Indonesian advertisements, if we thoroughly analyze them, we will clearly see that the most favorable strategy used is Positive Face with N=15 from the total 22 ads. The characteristics of this strategy are to show concerns, interest, optimism, promise, guarantee, offer, to give reason, to show solidarity, to express compliment, to express joke, sympathy and approval as the following examples my show:

Liburanke Lombok makinindahdengandiskonberlimpah (Vacation in Lombok will be more beautiful with ample of discount.)

1 Dekadebersamamudari Lombok untuk Indonesia (One decade with you from Lombok for Indonesia)

Hematuntukpembelianmelalui channel manapun (Economical for payment through any channel.)

Ayo ke museum, CintaBudayamu-KenaliJatidirimu. (Let's go to the museum, love your culture-understand your identity.)

In accord with its nature, positive politeness strategy was dominantly used in Indonesian advertisement showing the collectivist nature of Indonesian culture as part of eastern culture (Nisbett,2004) like one most popular Indonesian slogan "kitasemuabersaudara" (we are all siblings) that dominantly shows in-group solidarity or tends to show one's affiliation to his interlocutors (Khalik,2013). This strong feeling of brotherhood is also commonly expressed among Sasaks using both local language or national language such as addressing one's interlocutor by saying "bro" (brother) "ton" or "semeton" (sibling). This kind of strategy is commonly used by street vendors, market vendors, or sellers in general. This is also in line with the two main functions of advertisement; to communicate effectively with its audience, and to persuade its audience to buy the advertised products. Brown and Levinson (1987) considers that the Positive Face strategy is an effort to bring social distance of the advertiser and his audience closer that enable them to make more harmonious inter-personal relationship.

An understanding of the audience interest and characteristic is highly important in the world of advertisement in order that the goal of advertising could be achieved. On the other hand, the English version of the advertisements highly rely on three main strategies, i.e., Off-record N=27, Bald-on Record N=22, and Positive Face N=19 strategies as could be seen in the following examples.

Off-record

The following ads fall within off-record strategies since they only give hints, provide contradiction, irony, metaphor, understate or overstate, and they also provide ambiguity, vagueness, overgeneralization and ellipsis.

- The only fast boat direct Bali GoliTerawangan. Direct transfers between Bali, the Gili Islands and Lombok hassle-free bookings and comfortable transfers everyday on board getaway!!
- Hot taste, cool venue
- Western-asian fusion with a Mediterranean twist the new dining experience in Lombok
- Intimate escape destinations reflecting the diverse spirit of Indonesia
- Specialising in delicious and authentic meals...Real Italian food from our real Italian chef!

Bald-on Record

Bald-on-Record strategy could be easily recognized from the intensive use of disagreement, advice, request, warning and other imperative forms as could be seen in the following excerpt of the data as follows:

- Get there fast, and then take it slow...
- Now open! Happy Hours 6-9pm Daily
- Dine in or take-away! Local and imported meats, chicken and seafood Dairy-cheeses, yoghurts, cream and fresh milk.
- Great prices and trained therapists... Come in and try our full range of services for beauty, health and relaxation!
- Discover the wonder of the secret Gilis with Cocotinos
- Cities can wait. This can't.

Positive face

As the most dominant strategy used in Indonesian ads, the characteristics of this strategy are to show concerns, interest, optimism, promise, guarantee, offer, to give reason, to show solidarity, to express compliment, to express joke, sympathy and approval as could be seen in the following data:

- Italian and Indonesian Beachfront Restaurant, delicious fresh seafood, authentic Italian dishes, oriental food, barbecue on the beach, Wood oven pizza, homemade pasta and Italian bread.
- Serving fresh seafood imported meats, gourmet pizzas, exotic juices, icy beers and colourful cocktails.
- Luxury and tranquility Privately positioned on terraced slopes of beautiful flowers, overlooking Senggigi bay and the Lombok Strait to Bali.
- Complete Spa services at Local Prices!
- We can make your dreams come true!
- The safe way to buy land and build in Kuta

From these data, it can be interpreted that English advertisements are more flexible to choose politeness

strategies. Something behind the dominant use of the Off-record strategy in English advertisement could be understood for this strategy provides the most polite way to perform a face threatening acts (FTA) by presenting an idea indirectly to the audience.

Meanwhile, the other politeness strategies were not intensively used in Indonesian advertisements which can be understood as the strategy of avoiding business communication failure. Bald-on record strategy, for example, in the context of Indonesian culture, not to mention Sasak, is considered highly risky, aggressive, and could also be offensive in certain circumstances. Almost the same thing happened to the Negative face strategy, which for the most part of Indonesian people creates a very formal communication situation. Whereas the last politeness strategy rarely used in Indonesian advertisement is Off- record N=2. This fact can be interpreted as an effort to avoid misinterpretation to the content of the ads since the nature of everyday communication in Indonesian is quite direct and straight to the point. It is very different from the characteristics of Off-record strategy itself which is more indirect way of providing information through only providing hints, association, presupposition, contradiction, irony, metaphor, rhetorical question, through understating, overstating, the use of tautologies, presenting ambiguity, vagueness, overgeneralization, incomplete statement, and ellipses which may potentially give misunderstanding on the part of readers.

CONCLUSION

Having analyzed the corpus of 91 advertisements as provided in some of the most widely circulated commercial magazines in Lombok tourism spots, it was found out that the English advertisements (N=69) outnumber significantly the total of Indonesian advertisements (N=22) with Chi Square test χ^2 test= 22.73. The logic behind this phenomenon is the advertisers are really aware that nowadays Lombok enjoys its status as the primary tourist destination spot after Bali. By this status, they are really aware that the primarily targeted buyers of any product they advertise are foreigners whom are believed to be able to understand English. On the other hand, they also target their products to the local or domestic visitor as a less important part of the buyers if it is seen from the impression of their purchasing power. But the most interesting finding of the study is the different tendency of both versions of advertisements in employing politeness strategies. Indonesian version highly relied on the use of positive politeness strategies, whereas English version was considered to be more flexible in that it employed

three dominant strategies; Off-record N=27, Bald-on Record N=22, and Positive Face N=19 strategies.

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