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STAIN KEDIRI

KOLEKSI REFERENSI

TIDAK DI PINJAMKAN

**THE CHARACTERISTICS OF LANGUAGE POLITENESS AS
USED IN TRANSACTIONS AT SETONOBETEK MARKET
KEDIRI**

THESIS

Presented to
State College for Islamic Studies (STAIN) Kediri
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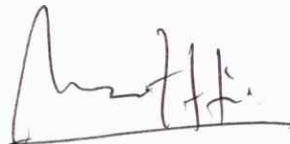
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Demikian agar maklum dan atas kesediaan Bapak, kami ucapkan banyak terima kasih.

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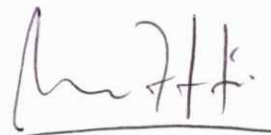
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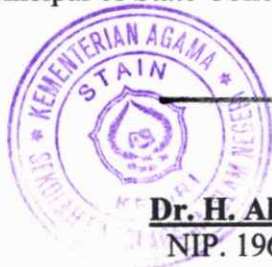
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STATEMENT OF ORIGINALITY

The thesis entitled THE CHARACTERISTICS OF LANGUAGE POLITENESS AS USED IN TRANSACTIONS AT SETONOBETEK MARKET is my own original work, not plagiarism. Any quotation in thesis has been acknowledged.

Kediri, 13 February 2013

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MOTTO

**Politeness is a Good safety for other badness
(misbehavior).***

* cherterfield

DEDICATION

This thesis is dedicated to:

My respectable Father and Mother, Mu'alim and Jumiati. Thanks for your pray and your countless sacrifice and love, there are not words to say unless I'm nothing without you.

My sweetbaby, Fabian Hamka Habibie

My sisters, Ma'rifah Nur 'aini and Fatimah Agustiani and my brother, Bahrul Ulum and Muh. Anjar Fafnawi. Thanks for giving me praying and supports.

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All my close friends, who I cannot write one by one, keep our togetherness until the end of time.

Thanks for everything.

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Kediri, February 2013

The Writer

ABSTRACT

Muyasaroh, Mudrikah. 2013. The Characteristics of Language Politeness as Used in Transaction at Setonobetek Market. State College for Islamic Studies. Advisor (1) Toyyibah, SS. M.Pd. (2) Nur Afifi, M, App. Ling.

Key Words: language politeness, transaction.

This research is written to know the language politeness used by people at Setonobetek market seen from Javanese stratum and language principles by leech. The writer wants to find out the language politeness used by people at Setonobetek market. The researcher is interested to combine language with politeness because the researcher thinks that politeness is important because to communicate with other people, politeness is needed. The second reason is that there are many people can not use language correctly and politely especially Javanese language when they meet in the public area. So the Researcher chose at Setonobetek market as her object of study.

In analyzing the data, the writer uses Leech theory as her reference to conduct this research. Geoffrey leech has proposed as a way of explaining how politeness operates in conversational exchange. There is a politeness principles with conversational maxims similar to those formulate by Paul Grice.

According to Leech, There are six Language politeness principles and explanations convey basic and politeness function in the speech in society. The six Language politeness principles below is recognizing terms that can show politeness in society. In her research, the researcher found out and describe the phenomenon of the language politeness levels as used by people at Setonobetek market.

After analyzing the data, the researcher found out that most people at Setonobetek market used *ngoko* and *madya* in their transaction. They combine or mix between *ngoko* and *madya* because, actually they do not understand about original *krama* and usually they use *ngoko* to people that are still their relatives. *Ngoko* is usually chosen by those who want to set an informal or relax in conversation or by those who want to lessen the distance between interlocutors. It is also used by people of the higher social level when they are speaking to people of lower level. The researcher concludes that not all of the conversation in transactions at Setonobetek Market fulfill the theory of Leech maxims. Because the purpose of a seller are drawing attention so that a customer buy the things. So most of seller at Setonobetek Market using sympathy maxim to drawing attention the seller.

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