

Politeness Strategies in Barbershop

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Abstract

This article is related to the politeness strategies used in the Barbershop. This research was conducted to determine politeness strategies used by the barber and their reasons for using those strategies. This research is descriptive qualitative research. To get the data, some field observations. In conducting the analysis, the step used is to identify politeness strategy, classify and explain politeness strategies based on Brown's theory and Levinson (1987). The results showed that there were four strategies found, namely bald on record, politeness in the positive and the negative and off record. The most dominant strategy is positive politeness strategy. The positive politeness strategy is actually a positive-oriented strategy the listener's positive face, the positive self-image he claims for himself. This strategy is mostly affected where the conversation takes place. Another finding from this research is the most dominant strategy in positive politeness used in conversation. In fact, the conversation is basic positive-politeness techniques used to minimize and to avoid confrontation and deep evaluation reasons also to make people talk differently. Because of this conversation, it makes the atmosphere better and fun, and so can the customer manage the relationship and not threaten the face of the heir.

Keywords: Pragmatics, Politeness, Barbershop.

INTRODUCTION

In the past, men's hair was only trimmed and styled in a barbershop under a tree or a salon, where the only tools the barbers possessed were mirrors, scissors, and combs. But over time, barbershops for men started to take over as the place where modern men went to get their hair styled. With the development of hairstyle trends, it is believed that barbershop business actors will continue to grow. In 2016, there were around 4,000 to 5,000 barbershop brands in Indonesia.

Many Adams now prefer to cut their hair at the barbershop. Even when compared to neighboring countries, Indonesia is one of the countries with the fastest growing number of barbershops. This is also reinforced by the data obtained as follows: "Oky Andries (owner Chief

Barbershop) stated that barberman in neighboring countries is not very popular, even though the market opportunity for this business is quite large. If we talk about service standards, then it is definitely related to quality. A service business, such as a barbershop, its development is strongly influenced by the quality of service. Customers will be happy to subscribe to a salon or barbershop if they feel they are being served well.

Service quality can be built with an approach through good communication between the barbershop and the customer. In communicating, polite behavior is very influential in the continuity of communication and creates a comfortable atmosphere. In addition, for fluency in communication, speakers and speech partners must understand language procedures. Language with all forms of usage, context, and situation is indeed very interesting to be used as research material.

In communicating, sometimes we often hear people using language that is not polite and often provokes someone's emotions, causing a commotion or dispute. Politeness in language can be seen as an effort to avoid conflicts between speakers and speech partners. In this case, language politeness is a reflection of the culture of a society. Language politeness is actually a way taken by speakers in communicating so that the speech partner does not feel pressured, cornered or offended (Markhamah, et al., 2009:153). According to Lakoff's theory of politeness, interactions between individuals are kept from disintegrating by a set of rules that they adhere to (Lakoff, 2011). Two politeness guidelines are offered by Lakoff in an effort to reduce conflict in social situations. Be transparent and courteous, he says as his guidelines.

Conversations emerge by reflecting the rules and procedures that govern face-to-face meetings of the device from the use of spoken language. This can be seen from the nature of the turn, the role of the topic, how the speaker fixes problem points in the conversational discourse. The purpose of this research is to identify the use of politeness strategies in daily conversation at the barbershop.

LITERATURE REVIEW

Language politeness is one of the studies of pragmatics. If someone discusses language politeness, it means talking about pragmatics. In this chapter, several theoretical references used in this study will be examined, including:

Pragmatics

Levinson (1983:9) defines pragmatics as the study of language which studies the relationship between language and its context which is grammaticalized or encoded in the structure of language use. Context is something that is very important in communication. Some of the characteristics or descriptions of context are knowledge

Politeness

a. Early Study

Lakoff, cited in Leech (2014), defined politeness as "a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange". Being courteous is crucial for both teaching and learning. The use of verbal civility in the classroom is crucial, and politeness tactics in the teaching and learning process are founded on this understanding. The purpose of politeness, including

language politeness, is to make the atmosphere of interaction pleasant, non-threatening and effective.

b. Principle Politeness

P. Brown and S. Levinson proposed the Politeness Principle, which was further clarified by G. Leech. The purpose of the politeness principle is to encourage speakers to talk honestly and nicely, to make both parties feel appreciated, and to leave each with a positive impression. The following principles typically follow in pairs:

c. Tact Maxim

Maximize benefits to others while minimizing costs to others. As an illustration, a: How about a cup of coffee? B: Would it please you if I share a cup of coffee with you? These two phrases demonstrate that b is highly polite because it increases the benefit to the listener.

d. Generosity Maxim

Minimize self-benefit while increasing self-cost. A cup of tea, as an illustration. B: Could I have a cup of tea? C: Would you mind bringing me a cup of tea? These three phrases gradually go from being less polite to being more courteous to the listener by going from cost to the listener to benefit to the listener.

e. Approbation Maxim

Reduce criticism of others while enhancing admiration for them. This adage uses the hearer as the starting point and includes criticism from the speaker. A: What do you think of my new hairstyle, for instance? How could something be so ugly? B2: Fairly decent. B3: This is exactly the one I like, and it is so lovely.

f. Modesty Maxim

The maxim of simplicity or humility maxim, speech participants can be humble by reducing self-praise and maximizing insults on themselves, so that speech participants are not said to be arrogant. Maximizing Consent Maximize agreement between self and other and minimize conflict between the two. This adage carefully considers if the speaker's and the listener's opinions are congruent. The agreement maxim is followed if everything is kept in line. Maxim for Empathy Reduce hostility between oneself and others and increase empathy between them. The relationship between the speaker and the hearer is at issue in this maxim. especially the psychological feeling.

Brown and Levinson's Theory

That is to say, during interaction, all participants have a stake in preserving two different sorts of "face": good face and negative face. Described by Brown and Levinson.

a. Positive Face

A positive face is related to the values of intimacy between the speaker and the speech partner. Positive face is related to the value of solidarity, informality, recognition, and concord.

b. Negative Face

A negative face is different from a positive face, where the speaker and speech partner expect the values of intimacy, informality, and concordance to be maintained, so this negative face is where the speaker and the speech partner expect social distance.

Politeness Strategies

According to Brown and Levinson there are four politeness strategies or general behavior patterns that can be applied by speakers, namely (a) Bald-on Record Strategy (without strategy); (b) Positive politeness strategy (positive politeness/familiarity strategy); (c) Negative politeness strategy (negative/formal politeness strategy); (d) Off-record politeness strategy (indirect or disguised strategy).

a. Positive Politeness Strategy

Politeness is the speaker's tactic for highlighting the listener's pleasant face or positive self-image, which the speaker also emphasizes for himself, according to Brown and Levinson, who are referenced in Kurniyatin (2017). According to Kurniyatin (2017), the positive politeness method is divided into fifteen tactics by Brown and Levinson. Which are:

Strategy 1: Pay attention to the hearer (his interests, needs, wants, and goods).

- Strategy 2: Exaggerate your interest in, approval of, and sympathy for H.
- Strategy 3: Increase interest in H
- Strategy 4: Utilize in-group identification identifiers (addressed forms, dialect, jargon, or slang)
- Strategy 5: Seek consensus (safe themes, repetition)
- Strategy 6: Prevent dissent
- Strategy 8: A Joke
- Strategy 9: Demonstrate S's understanding of H's desires and readiness to accommodate them.
- Strategy 10: Offer, promise.
- Strategy 11: Be optimistic
- Strategy 12: Include both S and H in the activity
- Strategy 13: Give or ask for reasons
- Strategy 14: Assume or assert reciprocity
- Strategy 15: Give gifts to H (sympathy, understanding, cooperation)

b. Negative Politeness Strategy (Negative / Formal Politeness Strategy)

According to Brown and Levinson, referenced in Kurniyatin (2017), a negative politeness technique is a regressive action targeted against the addressee's negative face: his need for unrestricted freedom of movement and attention. The researcher deduces from the aforementioned remark that the speaker speaks honestly while using chitchat negative politeness. Brown and Levinson, reported in Kurniyatin (2017), also divide the 10 strategies used in the negative politeness strategy into groups:

- Strategy 1: Be conventionally indirect
- Strategy 2: Question, Hedge
- Strategy 3: Be pessimistic

- Strategy 4: Minimize the imposition
- Strategy 5: Give deference
- Strategy 6: Apologize
- Strategy 7: Impersonalize S and H
- Strategy 8: State the FTA as a general rule
- Strategy 9: Nominalize
- Strategy 10: Go on record as incurring a debt, or as not indebting H

c. Off-record Politeness Strategy

This strategy is used in a covert manner and lacks a distinct communication goal. By giving the other person the opportunity to analyze his own behavior, the speaker removes himself from the conversation. As stated in Kurniyatin (2017), Brown and Levinson theory is used to explain the fifteen off record strategies:

- Strategy 1: Give hints
- Strategy 2: Give association clues
- Strategy 3: Presuppose
- Strategy 4: Understate
- Strategy 5: Overstate
- Strategy 6: Use tautologies
- Strategy 7: Use contradictions
- Strategy 8: Be ironic
- Strategy 9: Use metaphor
- Strategy 10: Use rhetorical questions
- Strategy 11: Be ambiguous
- Strategy 12: Be vague
- Strategy 13: Over-generalize

Barbershop

As we know in the last few decades, barbershop has served as an inherent value. With an old-school impression with a new barber shop/barbershop concept, a lifestyle that is growing in line with the old barber shop having a fresher concept renewal and targeting its market segmentation among young people, this new concept has the characteristic of a trendy appearance. Barberman is like a workshop, so when the customer has found what he wants, the customer will continue to use his services, because basically the Barberman is like a different hand, even though the hairstyle intended by the customer is the same, but if the handle is different, the result will be the same. different.

One of the most crucial things to keep up a company's brand image. According to Wijaya (2011), a brand is an imprint left on the minds and emotions of customers that elicits a particular sense of meaning and feeling from the standpoint of brand communication. In other words, a brand is more than simply a name, logo, symbol, trademark, or the name given to a product.

METHOD

Research Design

The design that the researcher uses for this research is a qualitative descriptive method to analyze the application of positive and negative politeness in the barbershop, especially in brother barbershop. this method has helped me to explain the purpose of my research. Descriptive qualitative knowledge has the subjective nature of the problem, different experiences that participants have will present findings in a way that reflects or is similar to the terminology used at the beginning of the research question (Bradshaw, 2017). So, I have created a script to use as data to analyze the politeness strategies employed at Brother Barbershop. The reference for this research focuses on Brown and Levinson's theory.

The Sources of Data

The steps that the researchers used to collect data are starting from recording the conversation between the capster/barber and the customer, then the researcher transcribed the conversation between them. After that, the researcher conducted an interview with the capster/barber regarding the politeness strategies applied by him. And for the last step the researchers classify with the theory of experts who are the reference in this study to find out what politeness strategies are applied within the scope of the barbershop.

Data Collection Procedure

This research uses a narrative analysis technique which is also a characteristic of qualitative descriptive research. This technique focuses on research that explains the meaning of experiences conveyed through stories or small talk between someone and someone else, especially in the scope of barbershops, namely between capsters/barbers' customers. The steps of narrative qualitative analysis are:

- a. Identify the problem (politeness strategy) or phenomenon to be explored (what politeness strategy is applied within the scope of the barbershop)
- b. Choose a subject to be researched to study
- c. Collect and make transcripts of stories/small talk between capsters/barbers and customers.
- d. Collaborating with one of the research subjects, namely Capster or Customer, to further explore information related to what strategies they apply to each customer they face.
- e. Conclusions related to the data that has been obtained in this research.

FINDINGS

This chapter present the research results of the research and it explains about two formulated research questions. The writer analyzed the types of politeness strategies in "*Brother Barbershop: The Barberman to The Customer*" and how to implementing their politeness to customer. This part will describe several findings. The finding was contained 16 extracts types of politeness strategies was found from transcript that related to answer of the research question. The extract shown is a description with deep insight into politeness strategies. The types of politeness strategies and how to implement them in Brother Barbershop and how does the affect of politeness for their brand image that the writer will only discuss in "*Politeness Strategies in Barbershop*".

Extract 2: The Barberman asked with concern

Barberman : Ooh, berarti bebasji gaya rambut di'? **kuliah dimanaki?**

Customer : Yoi hahaha, di intag

Barberman : Ooh, that mean the hairstyle doesn't have to be formal? **Where did you go to college?**

Customer : of course, hahaha, at Intag

In the following extract above, it showed positive politeness strategy. Positive politeness strategy is a strategy which refers to positive self-image of someone. Barberman's utterances are kind of positive politeness strategy because barberman saves the hearer's positive face of hairdo doubts. In his utterance "that mean the hairstyle doesn't have to be formal, where did you go to college", Barberman tries to minimize the threat to the hearer's positive face. Barberman keep positively with asking a question relating to his customer.

Interview

In this part the researcher has conducted interviews with the barberman and the customer personally related to the politeness strategy applied at the barbershop to find out more about the barbershop, including:

a. Interview with barberman

Question: What is the uniqueness of a barbershop and what kind of service should it apply?

Barberman's answer regarding this question is that barbershops have their own uniqueness, namely a more appropriate and comfortable place, and also a more detailed service, which must be friendly and interactive in serving the customer in polite language so that when the customer is served, they can express their wishes in a polite way. freely without feeling the slightest awkwardness. In this case the barberman is expected to have a good and polite way of communicating.

b. Interview with customer

Question: what and why are you more interested in barbershop?

The customer's answer to the question above is that barbershops have better quality and more detail and more complete service, starting from the desired shaving results, hair care, information about hair care, and the best thing about barbershops is that they allow customers to express their requests. related to the desired model.

DISCUSSIONS

In this part, the writer will present about the discussion. The writer will discuss about the extracts that were displayed in the findings. The discussion was containing about the kind of politeness strategies and how to implement the politeness in barbershop. Based on the theory Brown and Levinson (1987) there are four politeness strategies that can be applied, namely Positive politeness strategy, Negative politeness strategy, Bald-on record, and Bald-off record. Politeness strategies in "Brother Barbershop: The Barberman to The Customer" that could be found four kinds of politeness strategies of Brown and Levinson theory. Based on the data, the writer found 16 Extracts were used by The Barberman. The first types are Positive politeness strategy that the

politeness strategy is a strategy which interprets politeness as taking actions that consider the feelings of others in which pay attention to a positive face, namely desire to be recognized. Positive politeness strategy is the kinds of politeness strategies which mostly applied by the barberman in promoting relationship in this Barbershop. Positive politeness strategy is the kind of politeness strategy which often seen from the extract. In this data, there are 8 extracts used in the utterances by the barberman. The second kind is Negative politeness strategy. The negative politeness strategy is oriented to the hearer's negative face and emphasizes the avoidance of imposition on the hearer by trying to avoid imposition from the speaker. Totally, there are 4 extracts about negative politeness strategy which used in the conversation by The Barberman. The third kind is bald-on-record. Bald-on-record is direct strategy which is a direct way of saying things without minimize threats to hearers to take an action. In the data, there are 2 extracts of bald-on-record strategy and directly bald-on-record is the least strategy use by the main characters. This strategy mostly applied by the barberman in direct imperative. And the last kind of politeness strategies is off-record. Off-record instead of indirect strategy which is the face indirectly threatened. There are 2 extracts of off-record that applied by the barberman in his utterances. Because the utterances are not addressed specifically to the customer, this strategy enables the hearers to interpret them independently. Researchers have also collaborated with barbers and customers to further explore what politeness strategies they implement every time they serve customers.

CONCLUSION

Based on the research findings and discussion that has been discussed in the previous chapter regarding the types politeness strategies and how to implement them, it can be concluded that the writer studied the types of politeness techniques used and how the barberman applied them in his speech. Based on Brown and Levinson's theory, all information from "Brother Barbershop: The Barberman to The Customer" as well as various politeness techniques is observed.

There are four types of politeness found in Barbershop. These types are Positive politeness strategy, Negative politeness strategy, Bald-on Record, and Bald-off Record. Of the four types of politeness based on Brown and Levinson's theory, the positive type of politeness strategy is the most widely used, with 8 data obtained. This type of politeness is more often used to better familiarize the barberman with the customer. While the type of Politeness strategy that was used the least was the Bald-on Record and Bald-off Record type which only contained 2 data, while the other types used were not more numerous and were not uncommon, namely the Negative Politeness strategy which obtained as many as 4 data.

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