Language Politeness of Indonesian Language Education Study Program Students via Whatsapp Social Media: A Pragmatic Study

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Abstract

This study is entitled "Language Politeness of Indonesian Language Education Study Program Studentst hrough Whatsapp Social Media." This study aims to describe the language politeness of students and language violations when communicating with lecturers via short messages or WhatsApp chat. This research method use qualitative descriptive method. The subjects used in this study were students in semesters II, IV, and VI of the Indonesian Language Education Study Program, Faculty of Science and Teacher Training, Muhammadiyah University of South Tapanuli with atotal of 93 students. The data collection technique used in this study is the listening method followed by basic tapping techniques, advanced techniques, free listening techniques, classification and identification techniques. The listening method is carried out by listening, namely listening to the use of language contained in conversations between students and lecturers via WhatsApp media. The results of the study show that the level of language politeness of students when communicating with lecturers via WhatsApp chat media is obtained from50 data consisting of 36 compliance with language politeness and 14 violations of language politeness. The level of language politeness of students in the Indonesian Language Education Study Programat UMTS is stated to be politewitha percentage of compliance with language politeness of 72% and violations of language politeness of 28%.

Keywords:LanguagePoliteness,WhatsappSocialMedia,PragmaticStudy.

INTRODUCTION

Linguistic politeness is essential for humans to maintain during interactions to avoid violations of politeness. Polite language is audible and visible in speech and writing, where thelanguage usedavoids direct insults, direct commands, andis respectful of others.

Whether a spoken or written communication is considered polite or not depends largely on the politeness of the language spoken by the community. Linguistic politeness needs to be studied to identify the many errors or violations of politeness in human communication. However, what has been happening recently among school youth is the use of impolite language in everyday communication. Therefore, this study aims to analyze the word sand sentences used by students during online learning using pragmatic analysis. Rapid technological developments are evident, with various technologies fulfilling people's needs, one of which is gadgets. Gadgets have numerous applications for communication. Types of applications available on gadgets include SMS (Short Message Service), Line, WhatsApp, Instagram, Gmail, Twitter, and Facebook.

According to WhatsApp.com, WhatsApp is a cross-platform application that allows users to exchange messages and calls simply, securely, and reliably. More than 2 billion people in over 180 countries use WhatsApp. It's safe to say that this app is incredibly popular and sought after by people from all walks of life, from teen agers, adults, and seniorsa like, all of whom can easily use it.

The social media application WhatsApp has become an alternative medium used by students for academic activities such as contacting lecturers to send messages for the purpose of sending thesis documents, KRS consultations, assignment consultations, and other academic matters. Interaction and communication will be successful when the message delivered can be understood and accepted by the message recipient. The understanding and interpretation of the message by the message recipient can be influenced by several factors, such as context, culture, environment, knowledge, and age [1]. This causes a message to have different interpretations for the conversation partner (message recipient) thus giving rise to the assumption that the message sender uses less/not enough language.

Language politeness must be well understood by both the sender and recipient (in this case, students and lecturers) to create comfort in the interaction and communication process, including communication via WhatsApp social media. Language politeness carried out between students and lecturers is expected to create conducive communication. When communicating with lecturers, students should apply language politeness in every utterance. Asa conversation partner, a lecturer is someone who should be respected not only because of

the large age difference but also because of the status that also in fluencies the use of language used when interacting and communicating. This will certainly be very different when communicating with peers. When students ignore the principles of language politeness in speaking or communicating with lecturers via messages on WhatsApp social media, it can lead to less harmonious communication. Students must pay attention to every utterance delivered or written in their WhatsApp messages to avoid giving the impression of being impolite. Based on this background, the focus of this study is to examine the compliance and violation of the principles of language politeness of students of the Indonesian Language Education Study Program, Faculty of Teacher Training and Education, Muhammadiyah University of South Tapanuli on WhatsApp social media asa pragmatic study.

RESEARCHMETHODS

In solving the problem and obtaining the final results, the researcher used qualitative research. Data collection in this study was carried out using the listening method followed by basic tapping techniques and advanced techniques of free listening techniques. For analysis, the matching method was used with pragmatic subtypes with advanced techniques of connecting, comparing, and differentiating (HBB). There sults of the analysis were presented using informal methods. The results of this study found compliance and violations of politeness principles. This research was conducted at the Muhammadiyah University of South Tapanuli. Specifically, the research was conducted on students in the 2nd, 4th, and 6th semesters of the Indonesian Language Education Study Program. This research was based on the problems that arose in it, namely related to politeness of language by students towards lecturers through social networks, one of which is WhatsApp.

The subjects used in this study were 2nd, 4th, and 6th semester students of the Indonesian Language Education Study Program, Faculty of Science and Teacher Training, Muhammadiyah University of South Tapanuli, with the following details:

Table1.ResearchSubjects

No.	Student	Amount
1.	2nd Semester Students	40 students
2.	4th Semester Students	36 students
3.	6th Semester Students	17 students
	Amount	**93 Students**

The source of research data is the speech of students in semesters 2, 4, and 6 of the Indonesian Language Education Study Program, Faculty of Science and Teacher Training, Muhammadiyah University of South Tapanuli. The form of research data is excerpts of student speech sent to lecturers.

The instrument use din this study was the researcher himself (*human instrument*). The researcher's position is as planner, implementer, data collector or listener, analyst, and final result reporter. Researchers also use politeness parameters to determine whether a speech adheres to or violates politeness principles using data cards.

DATACARD

No.data:	Datasource:	Whatsappscreenshot
Context		
Speech		
Identification	Adherencetoetiquette	Violation of maxims of politeness
	··········	········
	Factors determining politeness	Factors determining politeness
	··········	········
	Polite expression	Polite expression
	··············	············
Analysis		

The data collection techniques use dint his study were the listening method, followed by basic tapping techniques and advanced techniques, including free listening techniques, and classification and identification techniques. The listening method involved listening, specifically observing the language used in conversations between students and lecturers via WhatsApp. This method can be compared to observation methods in social settings. The listening method in this study involved conversations between students and lecturers via WhatsApp chat.

The basic technique in this research uses wiretapping, namely tapping into student and lecturer conversations in the form of WhatsApp screenshots. Furthermore, a more advanced technique is used in this study, namely the free listening technique, which involves listening to the conversation between two people without participating in it. After listening to the conversation, the next step is classification and identification techniques. Data classification is the categorization of the data obtained based on predetermined research sections. Data classification is carried out to establish boundaries regarding the topic to be studied. Data class if ication will create a systematic arrangement of data that will later be very

help ful for researchers in their research. After classification, the data is identified based on the theory of compliance and violation of language politeness.

The analysis technique used in this study is the equivalence method with a pragmatic sub type and the advanced technique of the comparative-differentiating (HBB) technique. The equivalence method is a method where the determining tool is external, separate, and not part of the language in question. The data analysis technique is carried out in seven steps. First, provide a data code in the form of a number. Second, copy the speech fragment from the screenshot and enter it into a data card. Third, write the context of the speech fragment according to the data source. Fourth, categorize the speech fragment according to the principles of politeness according to Leech and enter it into the data card. Fifth, analyze the speech fragment of politeness language students speak to educators. Sixth, conclude the results of the research analysis. Seventh, validate the analyzed data. The technique for checking research data so that the data is declared valid and reliable is called *membercheck[2]*.

RESULTS AND DISCUSSION

The description of this research data will be explained based on the problem formulation that has been determined in Chapter I previously, namely 1. What is the form of compliance with the maxims of politeness used by students of the Indonesian language education study program when communicating with lecturers via Whatsapp chat media? 2. What is the form of violation of the maxims of politeness used by students of the Indonesian language education study program when communicating with lecturers via Whatsapp chat media? and 3. What is the level of politeness of language of students of the Indonesian language education study program when communicating with lecturers via Whatsapp chat media?

Adherence to Linguistic Etiquette Used by Indonesian Language Education Study Program Students When Communicating with Lecturers via Whatsapp Chat Media

This chapter describes the observance of language etiquette in Whatsapp chats sent by students to educators. The principles or rules of politeness in Whatsapp chat between students and lecturers use the 6 rules of politeness presented by Geoffrey Leech. Adherence to the rules of politeness found in Whatsapp chats between students and lecturers includes compliance with rules:(1)rules of wisdom,(2) rules of apology,(3)rules of appreciation,(4) rules of simplicity, (5) rules of agreement, and (6) rules of sympathy.

possible and losses for one self as much as possible. Below is afragment of a speech that contains wisdom thimbles compliance in Whatsapp chats sent by students to lecturers.

(1) **CONTEXT: STUDENTS SEND MESSAGES TO THE LECTURER TO ASK ABOUT THE GROUP'S PRESENTATION RESULTS**

Student: Assalamualaikum warahmatullahi wabarakatuh, ma'am, please Sorry to disturb your time. Let me introduce myself, I am Reva Delila Lubis from   Economics Education Study Program semester 2, I would like to ask Ma'am, for today We   are presenting the Indonesian language course. How many groups have progressed, ma'am? Thank you, ma'am.

Lecturer: Waalaikumsalam warahmatullahi wabarakatuh, son, if possible1-4groups, son.(if there is enough time).

Student: Okay, thank you for the information, ma'am.

The above excerpt from the student's speech to the lecturer adheres to the maxim of wisdom by providing benefits to others and causing harm to oneself. Maximizing the benefit for others (the lecturer) is found in the student's excerpt, namely,"***I am Reva Delila Lubis from the Economic Education Study Program, Semester 2***" The following excerpt of speech is included in adhering to polite language, namely maxims of wisdom/wisdom (*maximum tact*). The speech fragment sent by the student to the lecturer contains the greeting and the student's identity, this shows a polite attitude to start a message, then followed by the student's interest in asking for the presentation of the group's results, starting the message with a greeting and including personal identity is necessary in sending a message to the lecturer as a form of respect and making it easier for the lecturer to recognize the student. Therefore, the speech fragment (1) includes adhering to the maxim of wisdom/wisdom (*maximum tact*).

There are also other excerpts of speech that comply with the maxim of wisdom in the screenshot of the WhatsApp chat sent by the student to the lecturer below.

(2) CONTEXT: STUDENTS CONFIRM COURSE ASSIGNMENTS *MICRO TEACHING*

Student: Assalamualaikum warahmatullahi wabarakatuh Ma'am, sorry to disturb your time, with your permission, I am Anita Fitri Yeni Tanjung from semester 4, want to confirm that the microteaching assignment has been done by Anita   finish and have sent the link to the Mother's group. If so, the value Anita cango out. Thank you.

Mrs. Lecturer: Waalaikumsalam warahmatullahi wabarakatuh, good son.

The utterances used by the students contain adherence to the maxim of wisdom by maximizing the benefit of others and minimizing the harm of others. This maximization for others (the lecturer) is found in the student's utterance, namely, "Assalamu'alaikum, ma'am. "*my name* Anita Fitri Yeni Tanjung from semester 4" looked at the context to confirm the microteaching course assignment that she had not completed, starting with the greeting and student identity, the speech fragment maximizes the lecturer' savant age, namely starting the message with a greeting and including personal identity, which is needed in sending a message to the lecturer as a form of respect and making it easier for thelecturer to recognize the student. Therefore, the speech fragment (2) includes adhering to the maxim of wisdom/wisdom (*maximum tact*).

(3) **CONTEXT:STUDENTSINFORMTHELATENESSTOTHELECTURER**

Student   : Assalamualaikum Ma'am, I am Anni Marisqa Siagian from   Guidance and Counseling Study Program, assigned by PLP 1 in Middle School   Negeri   4   Kota Padangsidimpuan, permission to be late for today because in   Theroadisjammed(there are obstacles) currently the position is in Siholbung.

Lecturer   : Hello, yes, son. Yes, it's okay, later   justgostraighttoschool.

Student   : Okay, ma'am. Thank you.

1. ComplianceProverbofConsensus

The excerpt of the speech in the screenshot of the Whatsapp chat sent by the student to the lecturer who complies with the maxim of consensus, namely if in the speaking activity mutually fosters agreement or compatibility between the speaker and the speech partner, it can be said to be polite.

The excerpt below contains the observance of the maxim of agreement in the screenshot between students and lecturers.

(1) **CONTEXT: STUDENTS ASK ABOUT THE ASSIGNMENT**

Student   :Assalamualaikum Ma'am, Iam Ramdani Yoga Laudoti
        Rambe, 4th semester of Indonesian Language Education Study Program. Please Sorry
        to disturb your time, ma'am. May I ask, is there any   Can you make the video like this, ma'am? (sends video) Thank you,
ma'am. Lecturer   : Hello, you can, son.

Student   : Seriously, Mom? What's next, Mom? Make a link or what?   Ma'am? Please explain, ma'am.

Lecturer   : Please upload the video to social media, then include it   the link is to our group, son.

Student   : Sorry ma'am, but I can't send the link to the group because my phone is...
        damaged.

Lecturer   :Ask your friend to help you first.

Sensitive   :I can just upload it to YouTube, ma'am, right?

Lecturer   : Yes, son.

Student   :Okay, ma'am. Thank you very much, ma'am.

The student's speech fragment contains adherence to maxims of agreement, with the agreement between the speaker and the conversation partner in communication. The agreement to agreement between the lecturer and the student is found in the speech fragment, namely, "*I can just upload it to YouTube, ma'am, right?*" contains an agreement between a student and a lecturer, which begins with the student asking to submit an assignment via WhatsApp, but the lecturer allows it to be submitted via YouTube, which the student agrees to. This agreement between the student and lecturer is established to avoidm is under standings in communication and as a form of respect for the lecturer. Therefore, the above excerpt is considered a proverb of agreement.

There is also another excerpt from the WhatsApp chat screenshot sent by the student to the lecturer who complies with the maxim of agreement, as follows.

(2) **CONTEXT: STUDENTS CONFIRM THE DELAY IN THE EXAM**

Student   : Assalamualaikum Ma'am, I am Ahyar, I am late Ma'am, because it is raining
        very heavily.

Lecturer   :Hello, yes, son.

Student   : Yes, ma'am. It's still raining at the Simirik gas station. Excuse me, ma'am, I
        want to take a make-up exam.

Lecturer   : The test will be at 2.30, son.

Student   :Okay, ma'am. Thank you very much.

The student's speech fragment contains adherence to maxims of agreement, with the agreement between the speaker and the conversation partner in communication. The agreement or agreement between the lecturer and the student is found in the speech fragment, namely, "*I'm sorry, ma'am, I'm having a make-up exam because it was delayed by rain.*" contains an agreement between a student and a lecturer, which begins with the student informing the student about the weather conditions in his residence and hoping to be able to take a make-up exam. Therefore, the lecturer allows the student to take the make-up exam. This agreement between the student and lecturer is established to avoidm is understandings in

communication and as a form of respect for the lecturer. Therefore, the above excerpt is a proverb of agreement.

2. Compliancewith the Apology Thimble (*ObligationofStoOMaxim*)

The speech fragment in the screenshot of the Whatsapp chat sent by the student to the lecturer who adheres to the apology thimble, which is the sincerity to forgive the interlocutor for the mistake and the expression of apology that the speaker has made without reducing respect. The following paragraphs include the thumbs-up of an apology.

CONTEXT: STUDENTS APOLOGIZE TO THE LECTURER BECAUSE THEY REALIZE THEIR MISTAKE IN NOT SUBMITTING THE ASSIGNMENT ON TIME

Student : Assalamualaikum Ma'am, with permission to send the assignment that I was late. My name is Mahzul Hanafi. Previously I asked forI apologize to you because I am rarely present and late in completing assignments, not on purpose but because I don't have the opportunity to do them or be present at the proper time.

Lecturer :Walaikumsalam, dear. Okay, please send me your assignment. To cover the missed absences, please complete the additional assignments.

Student :Okay, ma'am. Ready to be implemented. Thank you very much, ma'am.

The part of speech used by students contains the thumbs-up of an apology found in the part of speech" My previous". **apologize** to Mrs. because I rarely attend and am late in completing assignments, not on purpose but because of the lack of opportunity to do or attend at the proper time." The student sent this excerpt with the intention of apologizing for the mistakes he had made because he did not attend lectures and submit assignments on time. This apology maxim is expected to require the speaker to acknowledge the mistakes he had made by apologizing as a form of responsibility.

There is also another excerpt from the WhatsApp chat screenshot sent by the student to the lecturer who complies with the maxim of apology, as follows.

CONTEXT: STUDENTS APOLOGIZE FOR BEING LATE IN SENDING THE VIDEO OF THEIR PRESENTATION

Student : Assalamualaikum Ma'am, sorry to disturb you It's time, I'm Khairun Nisa Dalimunthe from the Language Education Study Program Indonesia semester 6. Permission ma'am for the video presentation of group 1 last night It can't be sent yet, ma'am, because the time duration is too long, ma'am.

Lecturer : Walaikumsalam, son. Okay, son. When we met, Ma'am showed it to us.

Student :Okay, ma'am. Thank you.

The part of speech used by students contains the thumbs-up of an apology found in the part of speech "I'm sorry to bother you."   It's time, I'm Khairun Nisa Dalimunthe from the Language Education Study Program   "Indonesia semester 6, ma'am, I can't send the video presentation from group 1 last night." The student sent this excerpt to apologize for the mistake he made because he couldn't send the video of the group's presentation assignment. This apology maxim is expected to acknowledge the mistake he made by apologizing as a form of responsibility.

3. Compliance with Forgiveness Thimbles (*obligationofOtoSmaxim*)

The proverb about forgiveness, a snippet of speech in a screenshot of a WhatsApp chat sent by a student to a lecturer, is supposed to minimize one's own gain. It is hoped that the speaker will be magnanimous enough to respond or apologize to the other person without compromising their own interests. The purpose of this proverb is to maintain the relationship between the speaker and the other person.

The excerpt in the screenshot below contains proverbs about forgiveness.

CONTEXT: THE LECTURER APOLOGIZES FOR STUDENTS' MISTAKES IN NOT FOLLOWING ONLINE LEARNING UNTIL FINISHED WITH A GOOD RESPONSE

Student   : Assalamualaikum Ma'am, my name is Yusriani Harahap NPM 2403120134 semester 2. Earlier I wanted to be absent but I couldn't, Ma'am, so my attendance in LMS failed. Even though I studied online all day, Ma'am, the assignment was also completed. Am I considered absent or present, Ma'am? If possible, your humility is made to be present, Ma'am.

Lecturer   : Walaikumslam, son. Okay, that's the task, just send it via WhatsApp, okay, son.

Student   :Okay, Mom.

The part of speech used by students contains the compliance of the thimble giving apology is found in the part of speech "***Yes, it's your job, just send it via WhatsApp, okay kid?***"The lecturer sent this excerpt in response to the apology, demonstrating politeness. The lecturer responded positively by replying, "Okay, "a sway o fallowing the student to submit their assignment via WhatsApp chat.

There is also another excerpt from the WhatsApp chat screenshot sent by students to educators who adhere to the maxim of forgiveness, as follows.

CONTEXT: THE LECTURER GIVES PERMISSION TO STUDENTS FOR A MAKE- UP EXAM

Student   : Asslamualaikum Ma'am, with your permission, Iam Rizky Ansori Nasution, NPM 2404190143. I did not take the final semester exam, Ma'am, due to my negligence. I thought we would take the exam according to the roster on the portal, Ma'am, I saw that I gota T grade on the portal, can I fix it, Ma'am? Thank you.

Lecturer   :Hello son, ok son, we will have a follow-up test on Tuesday..

Student   : Okay ma'am and thank you very much.

The part of speech used by students contains the compliance of the thimble giving apology is found in the part of speech "*Ok son*" The lecturer sent this excerpt as a response to the apology, demonstrating politeness. The lecturer responded positively by saying "okay,"as a way o fallowing the student to take a make-up exam.

Violations of Typical Language Politeness Used by Students of the Indonesian Language Education Study Program When Communicating with Lecturers via WhatsApp Chat Media

This chapter describes several violations of politeness in Whatsapp chats sent by students to educators. The principles or maxims of politeness in Whatsapp chats from students to educators refer to the 10 maxims of politeness as proposed by Geoffrey Leech. Violations of the maxims of politeness found in Whatsapp chats from students to educators include adherence to several maxims: (1) maxims of respect, (2) maxims of expressing opinions and remaining silent, (3) maxims of sympathy, (4) maxims of agreement, (5) maxims of forgiveness, (6) maxims of feelings, (7) maxims of apology, (8) maxims of wisdom, (9) maxims of simplicity, (10) maxims of generosity.

1. Violation of the Maxim of Wisdom/Wisdom(*Maximumtact*)

The speech excerpt in the WhatsApp chat screenshot sent by a student to a lecturer that violates the maxim of wisdom is speech that maxim izesone'sown benefit and minimizes one's own loss. The speech excerpt below contains a violation of the maxim of wisdom in the screenshot between the student and the lecturer.

CONTEXT:STUDENTS SEND MESSAGESTO THELECTURERS TO INFORMTHEM ABOUT ASSIGNMENTS THAT CANNOT BE PRESENTED YET

Student   :Assalamualaikum Ma'am, I'msorry, I can't attend today's lecture, because the rain hasn't stopped since earlier Ma'amat my place. And my houseis also far from campus, I hope you will allow it.

Today, Reva's group also went forward to present, Ma'am, but Reva couldn't attend, Ma'am. I'm sorry if I was rude, but I'm sorry, ma'am. Can Reva ask for leniency or be replaced with

Lecturer : It will be present ed next week,

son. Student : Thank you, ma'am.

The above excerpt contains a violation of the maxim of wisdom, namely in the speech maxim maximizes self-benefit and harms others. The speech fragment that violates "I apologize ma'am, may Reva ask for leniency or be replaced with another task." This maximizes harm to others, educators should question the identity of students, thisis detrimental to educators. The message sent by students to educators should first say hello, second reveal their identity, third apologize, fourth express the purpose of sending the message using good language, and fifth express gratitude.

There is also another excerpt from the WhatsApp chat screenshot sent by a student to a lecturer who complies with the maxim of wisdom, as follows.

CONTEXT:STUDENTSWANTTOSIGNTHEKRS

Student : Assalamualaikum and good morning, ma'am. Sorry to interrupt your time. May I have your permission to sign the KRS?

Lecturer :Hello son, with whom?

Student : with Syakila Arpah from semester 2 Mrs.

Lecturer :Ma'am, in the lecturer's room, son, come here.

Student : Okay ma'am.

The above excerpt contains a violation of the maxim of wisdom, namely that the utterance maximizes one's own benefit and harms others. The excerpt violates "*"Excuse me, ma'am, I want to sign the KRS."*The student sent the excerpt to sign the KRS, but in the message the student did not introduce himself, so his identity is unclear. This violates the maxim of wisdom(*maximum tact*) which should reduce one's own benefit and maximize the benefit of the other party in speaking, in this case in sending and replying to messages. The message sent by students to lecturers should first say hello, second express their identity, third apologize, fourth express the purpose of sending the message using good language, and fifth express gratitude.

2. Violation of the Maxim of Generosity (G*enerosity Maxim*)

The text in the screenshot of a WhatsApp chat sent by a student to a lecturer violates the maxim of generosity. It is a phrase that maximizes one's own gain and minimizes one's own loss. This maxim of generosity should be used to properly respect and honor others. The text in the screenshot violates the maxim of generosity as follows.

CONTEXT:STUDENTS NEGOTIATE WITH LECTURERS TO A VOIDATTENDING LECTURES DUE TO SCHEDULE CLASHES

Student   :Good afternoon, ma'am. I'm Arnetti Nainggolan. I'd like to inform you that I can't come in at 1 pm because I have a schedule with another lecturer.

Lecturer   :Walaikum salam, okay son. Please meet me tomorrow so I can do my homework. I'll be on campus from 10:20-14:00, okay?

Student   :Okay, ma'am. But if possible, don't doit in the morning.

The above utterance violates the maxim of generosity, namely, utterances that maximize one's own benefit and minimize one's own loss. The utterance that violates this maxim is "Ma'am, I can't come in because of a schedule conflict. "The utterance that was sent by the student was intended to negotiate with the lecturer to understand the situation. Then the lecturer reminded the student to come tomorrow to meet him to give the assignment. This violates the maxim of generosity.*(generosity maxim)*because the student refused or disobeyed and asked for another meeting. This maxim of generosity should emphasize self- interest, self-sacrifice, and respect for others.

3. Violation of the Proverbof Rewards (*ApprobationMaxim*)

The text in the screenshot of a WhatsApp chat sent by a student to a lecturer that violates the maxim of respect is intended to maximize self-respect and minimize disrespect for others. The maxim of respect explains that people will be considered polite if they consistently strive to give optimal respect and honor to others in their speech. The text in the screenshot contains the following text that violates the maxim of respect.

CONTEXT:STUDENTS SEND MESSAGES TO INFORM THE LECTURER TO FOLLOW ONLINE LEARNING VIA LMS USING A FRIEND'S EMAIL

Student   :"Assalamualaikum ma'am, I would like to ask permission to log in to the LMS using my friend's email.

Lecturer   :Greetings, son.Why not login by email?

Student   : because my email is having problems, ma'am. It's possible that my phone is having problems, so I can't send assignments to the LMS. Or, if I may, please send a private message to you directly via WhatsApp?

Lecturer   : Okay, son. Please send the assignment to LMS first, then send it to my WhatsApp, okay?

Student   : Okay ma'am.

The above excerpt contains a violation of the maxim of respect, namely speech that maximizes respect for one self and maximizes disrespect for others. The excerpt that violates "I logged into the LMS with a friend's email" is the excerpt sent by a student to inform the lecturer that the student is participating in online learning via a friend's email because his

cell phone is damaged or has an error. This is disrespectful to the lecturer because it belittles him by using someone else's email without first trying, and this message was sent during class hours. This violates the maxim of respect.*(approbation maxim)* In speaking activities, students should optimally show respect and appreciation to others without mocking, insulting, or belittling others. Messages sent by students to lecturers should be accompanied by an apology to avoid offending the lecturer.

4. Violation of the Maxim of Sympathy (S*ympathyMaxim*)

The utterance in the screenshot of a WhatsApp chat sent by a student to a lecturer that violates the maxim of sympathy is minimizing sympathy between one party and the other. This maxim of sympathy is expected to have a sympathetic attitude, because if antipathy towards one of the participants is considered impolite because it can hurt the other's feelings. The utterance excerpt below is an excerpt that contains a violation of the maxim of sympathy in the screenshot between the student and lecturer.

CONTEXT:STUDENTS ASK ABOUT GRADES ON THE PORTAL

Student : Good afternoon, Ma'am. I would like to confirm my grades that you have uploaded on the portal. Why is my grade B? I have already completed the assignment.

Lecturer :Sorry to whom?

Student :Johannes.

Student : please reply ma'am.

The above excerpt contains a violation of politeness, namely the maxim of sympathy (*sympathy maxim*). The sentence fragment that violates the conversation "please reply, ma'am" sent by the student to the lecturer has a cynical meaning, is belittling, and is antipathetic and doubts the lecturer, which is considered impolite. This includes a violation of the maxim of sympathy (*sympathy maxim*) because this proverb is supposed to maximize sympathy between one party and another, people who are cynical towards others are considered impolite and can hurt others. The student 'sreply message to the lecturer should be accompanied by an apology if it disturbs his time, it can be changed to "I apologize, ma'am, for the grade in the name of Johanes to be reviewed. Thank you" and students should patiently wait for the lecturer's answer to their questions, not answer in gimmediately like that because it seems pushy.

The Level of Language Politeness of Indonesian Language Education Study Program Students When Communicating with Lecturers via WhatsApp Chat Media

The level of language politeness of students when communicating with lecturers via WhatsApp chat media was obtained from 50 data consisting of 36 compliance with language

politeness and 14 violations of language politeness. The level of politeness in the language of Indonesian language education study program students at UMTS is stated to be polite with a percentage of language politeness compliance of 72% and language politeness violations of 28%.

Based on the analysis results, the percentage of compliance with polite language was 72%, the maxim of wisdom was the maxim that was most adhered to and dominated in the Whatsapp chats sent by students to lecturers as many as 18. This occurred due to internal factors because there had been prior notification from the lecturer to include personal identification when asking questions.

Based on the analysis results, the percentage of violations of politeness in language was28%,the maxim of wisdom was the maxim that was most violated and dominated in the WhatsApp chats sent by students to lecturers as many as 9. This happened because online learning uses social media, students are accustom med to social media and speak using slang or everyday language.

CONCLUSION

Based on the research that has been studied, there are 50 Whatsapp chat data, there are 36 rules that are followed and 14 rules that are violated. Observance and violations of language etiquette in Whatsapp chat speech between students and lecturers are dominated by wisdom thimbles. Referring to the formulation of the problem, the purpose of the research and the results of the analysis, the conclusion is described as follows.

1. This research has a form of compliance with the maxims of politeness in language contained in the speech fragments in the screenshots of Whatsapp chats sent by students to lecturers consisting of 18 maxims of wisdom/wisdom, 8 maxims of agreement, 6 maxims of apology, 4 maxims of forgiveness.

2. This research has a form of violation of maxims of politeness in language which is found in the speech fragments in the screenshots of Whatsapp chats sent by students to lecturers consisting of 7 maxims of wisdom, 3 maxims of generosity, 2 maxims of appreciation, 2 maxims of sympathy.

3. The level of politeness in the language of students of the UMTS Indonesian language education study program is stated to be polite with a compliance percentage of 72% and language politeness violations of 28%.

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