

DAFTAR ISI

ABSTRAK	vii
KATA PENGANTAR	ix
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	7
1.3 Tujuan penelitian	7
1.4 Kegunaan Penelitian	8
1.5 Kerangka Pemikiran	8
BAB II KAJIAN TEORI.....	11
2.1 Pragmatik.....	11
2.2 Kesantunan	15
2.2.1 <i>Positive politeness</i>	17
2.2.1.1. <i>Strategies 1. Notice, attend to Hearer (His interest, wants, needs, goods)</i>	18
2.2.1.2. <i>Strategies 2. Exaggerate (Interest, Approval, Sympathy with Hearer)</i>	19
2.2.1.3. <i>Strategies 3. Intensify interest to Hearer</i>	20
2.2.1.4. <i>Strategies 4. Use in-group identity makers</i>	21
2.2.1.5. <i>Strategies 5. Seek agreement</i>	22
2.2.1.6. <i>Strategies 6. Avoid disagreement</i>	23
2.2.1.7. <i>Strategies 7. Presuppose/raise/assert common ground</i>	24
2.2.1.8. <i>Strategies 8. Joke</i>	26
2.2.1.9. <i>Strategies 9. Assert or presuppose Speaker's knowledge of and concern for Hearer's wants</i>	26
2.2.1.10 <i>Strategies 10: Offer, promise</i>	27
2.2.1.11 <i>Strategies 11: Be optimistic</i>	28
2.2.1.12 <i>Strategies 12: Include both Speaker and Hearer in the activity</i>	29
2.2.1.13 <i>Strategies 13: Give (or ask for) reasons</i>	29
2.2.1.14 <i>Strategies 14: Assume or assert reciprocity</i>	30

2.2.1.15 <i>Strategies 15: Give gifts to H (goods, sympathy, understanding, cooperation)</i>	30
2.2.2 <i>Negative politeness</i>	31
2.2.2.1. <i>Strategies 1. Be Conventionally Indirect</i>	31
2.2.2.2. <i>Strategies 2. Question, hedge</i>	32
2.2.2.3. <i>Strategies 3. Being pessimistic</i>	33
2.2.2.4. <i>Strategies 4. Minimize the imposition</i>	33
2.2.2.5. <i>Strategies 5. Give difference</i>	34
2.2.2.6. <i>Strategies 6. Apologize</i>	34
2.2.2.7. <i>Strategies 7. Impersonalize Speaker and Hearer</i>	35
2.2.2.8. <i>Strategies 8. State the FTA as a General Rule</i>	35
2.2.2.9. <i>Strategies 9. Nominalize</i>	36
2.2.2.10 <i>Strategies 10. Go on record as incurring a debt, or as not indebting hearer.</i>	37
2.3 <i>Tindak Tutur</i>	37
2.3.1. <i>Respresentative / assertive</i>	39
2.3.2 <i>Declaration</i>	39
2.3.3 <i>Commissive</i>	40
2.3.4 <i>Directives</i>	41
2.3.5. <i>Expressives</i>	41
2.4 <i>Konteks pragmatik</i>	42
2.4.1 <i>Konteks Penyapa dan Pesapa</i>	42
2.4.2 <i>Konteks sebuah tuturan</i>	43
2.4.3 <i>Konteks Tujuan Tuturan</i>	43
2.4.4 <i>Konteks Tuturan sebagai tindakan atau tindak tutur</i>	44
2.4.5 <i>Konteks tuturan sebagai tindak verbal</i>	44
BAB III OBJEK DAN METODE PENELITIAN	45
3.1 <i>Objek Penelitian</i>	45
3.2. <i>Metode Penelitian</i>	46
3.2.1. <i>Teknik Pengumpulan Data</i>	46

3.2.2. Teknik analisis data	47
3.3 Sumber Data	51
BAB IV TEMUAN DAN PEMBAHASAN	53
4.1 Temuan	53
4.2 Pembahasan	67
4.2.1 <i>Assertive in positive politeness</i>	67
4.2.2 <i>Declaration in positive politeness</i>	70
4.2.3 <i>Expressive in positive politeness</i>	72
4.2.4 <i>Directives in positive politeness</i>	74
4.2.5. <i>Expressive in negative politeness</i>	77
4.2.6. <i>Assertives in negative politeness</i>	79
4.2.7 <i>Directives in negative politeness</i>	81
4.2.8 <i>Commisives in negative politeness</i>	84
BAB V SIMPULAN DAN SARAN	87
5.1. Simpulan.....	87
5.2. Saran	89
DAFTAR PUSTAKA	90
ESSAY	92
LAMPIRAN	97
RIWAYAT HIDUP.....	112