



Participation of Language Politeness of Television News Anchor in Building Society Ethics

Wirnita Eska*

Bung Hatta University
Indonesia

Muhammad Sahnun

Bung Hatta University
Indonesia

*Corrospoding author's Email: wirnitaeska@yahoo.co.id.

*Peer-review under responsibility of 4th Asia International Conference 2018 editorial board
(<http://www.utm.my/asia/our-team/>)*

© 2018 Published by Readers Insight Publisher,
lat 306 Savoy Residencia, Block 3 F11/1,44000 Islamabad. Pakistan,
info@readersinsight.net

This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).



Abstract

In the last two decades, television stations in Indonesia have increased the variety of broadcast programs involving news anchors. Language politeness for news anchors in some television broadcast programs begins to erode from the values of dignity. This phenomenon, should get a solution, so as not to far from language politeness. Language politeness is a subtle, civilized, polite, and gentle language spoken by non-offensive speakers. Language politeness for news anchoron television is very important in interacting with interviewee. If the habits of society is less well mannered, it will have an impact on poor social life, and can eliminate the sense of humanity. This study aimed to describe the paraticipation of politeness in the language of television newsmen in building community ethics. The method used in this research was descriptive qualitative, this method aimed to produce data, with three principles of formality, hesitancy, similarity, and then analyze it. The object of the research in the form of two impressions from television stations, TV One and Metro TV. In the results of this study, there was a violation of the principle of formalities by both news anchors, it means that there was no language politeness. And on the principle of indecision, the two presenters of the news showed language politeness. Then, on the principle of similarity, one of the presenter of Metro TV violated the politeness of language and news anchorof TV One had language politeness. Thus, it is needed attention and participation of television news anchors for better language politeness, because it will affect society ethics.

Keyword : Language Politeness, Television News Anchor, Society Ethics

Research Highlights

Participation comes from English, participation which is part taking or participation. According to Keit Davis and John W. Nestrom (1995: 179) participation is the mental and emotional involvement of people in a group system that encourages them to contribute to group goals and share responsibility for achieving that goal. In addition, participation can also be defined as mental involvement or the thoughts and emotions or feelings of a person in a group situation that encourages him to contribute to the group in an effort to achieve its goals and take responsibility for the concerned business.

The language politness of television news anchors who discuss the news with aninformant can be used as a means to maintain social balance. This makes interpersonal support, to prevent confrontation in order to prevent discomfort from both the informant and the audience. manner is a behavior that is expressed in a good or ethical way, Wahidah (2017). manner is a procedure, custom,



or habit that applies in society, expressed in a good way. Lakoff (1990: 151) states, manner is a system of interpersonal relationships designed to facilitate interaction by minimizing the potential for conflict and confrontation that often occurs in the community.

In recent decades, the progress of television broadcasters in Indonesia is very significant. Its development has entered the family environment from various layers of people, both social, cultural and economic. Watching television has become a need for information resources at any time, if there is an opportunity it will be used to watch television. The average community spends two hours / day on the media screen, whether it is TV / Tablet / smartphone, Rideout (2010). Next, Mc. Donough (2009) found that; people spend more than 32 hours a week in front of a television screen. The meaning of television media is different from other media such as; newspapers and radio. The superiority of television media is that it is able to display an event or topic of everyday life of humans and nature in a whole, holistic, and natural manner at the same time as viewers can watch.

In accordance with UU 32/2002 on Broadcasting, article 36 paragraph (1) states that: Broadcast content must contain information, education, entertainment, and intellectual benefits, character, morals, progress, national strength, maintaining union and unity, and applying values of Indonesian religion and culture. Morissan (208: 2450) states that; TV stations must pay attention to the balance between the need to show reality and consideration of the negative effects that can be caused. Furthermore, article 48 of UU 32/2002 states that; behavior guidelines for broadcasting are established by KPI (Indonesian Broadcasting Commission).

The language politeness of television news anchors provides space for viewers to convey various kinds of expressions and statements in social life. The language politeness of the television news anchor has recently been eroded from the values of nation's dignity. This phenomenon should get a solution from an early age, so that it does not degrade the value of language politeness. If the people are not speaking politely enough, it will have a negative impact on social life, and can eliminate the sense of humanity, and degrading dignity. Supriyadi (2017: 229) in conveying a number of ideas, a polite Indonesian manner is needed so that others are willing to listen to the contents of the conversation. The use of polite Indonesian is intended to provide sensibility values and ethical values so that listeners will pay attention and does not feel offended by the conversation.

Research Objectives

The purpose of this study, first One alternative, to maintain the values of humanity in the community, can be done through the role of television news anchors who can influence the community as the audience. Second namely, Anarchic actions, arrogance and vigilantism that have so far occurred in the midst of the community, can be appealed by news anchors through language politeness.



Television of news anchors are people who present material that has been prepared for news programs, sometimes having to improvise by giving comments in a live broadcast, and a television news anchor is basically a journalist. News anchors are the spearhead of broadcasters in carrying out broadcast programs, which can affect the mindset of the public as viewers, and are often also mentioned as a presenter.

News anchors as speakers, when they appear to guide the program on television, are still often found using sentences that sometimes do not correspond to ethics and polite speech, when talking with informant on television. These conditions can lead to a lack of comfort for the informant and / or viewers as the audience. Television news anchors must try to always use polite language. Lakoff (1990) defines politeness as a treatment that reduces the shift in an interaction, meaning that politeness aims to avoid conflict when communicating. The purpose of communication is not only to convey information, but to retain and maintain relationships between speaker and informant in front of others.

Therefore, the writer is very interested in researching the interpretation of language politeness for television news anchor when interacting with the informant, through determinants and three scales of language politeness. The purpose of this study was to describe and interpret the language politeness of the television news anchor in interacting with the informant. The subject of this language politeness research are, through broadcast news anchors on television broadcasters, TV One and Metro TV.

Methodology

The methodology of this study, using descriptive qualitative method is used in order to produce data about the interpretation of language politeness for television news anchors in interacting with informants. The data source in this study is the language politeness that the television news anchor used in interacting with the informant. The data collection technique used in this study is a note-taking technique. After the data is collected, the data is analyzed by: (1) recording the language politeness of the news anchor while in charge of interviewing the informant, through television shows. (2) Analyzing data based on the interpretation of language politeness through Lakoff principles, and (3) carrying out conclusions.

The subject of the study is a broadcast program of two shows on a television screen which were guided by news anchors at broadcasting institutions 1). TV One, with the E-Talkshow broadcast program, news anchor Muhammad Rizki, guest speaker Hotman Paris Hutapea, Saturday, August 11, 2017, at 7:30 p.m. 2). At Metro TV broadcasting institutions, with Metro-Plus broadcast program, news anchor Jason Samboun, informant Hadiyati Mahalinda Napitupulu, Saturday 25 August 2018, at 9:45 a.m.



Results

The result on the meaningfulness of language politeness of television news anchor in interacting with the first speaker, TV One Television Broadcasting program is used; E-Talkshow broadcast program; news anchor Muhammad Rizki; and speaker Hotman Paris Hutapea. Introduction to News anchors:

Tonight is made hot by our guests, indeed the name is related to heat. Hotman Paris Hutapea. He have many nicknames, actually; Lawyer Hotman Paris Hutapea, Bling-BlingLawyer, but there is one nickname, that not many people might know, namely: is ShowerKing Lawyer. we will be asking a lot about this, brother. Let's sit here, bro. (The news anchor followed by the speaker walked to the table and sat face to face)

Language interaction between parties involvesspeakers and speech partners. In addition, other elements include objectives and physical aspects relating to time and space. The politeness principle is a rule about things that are social, aesthetic, and moral in acting.

In speaking, a speaker does not only convey information, tasks, needs, or mandates. But more than that, retaining and maintaining social relations between speakers and speak partners. Of the words used by the news anchor in the E-Talkshow broadcast program, according to Lakoff's theory which has 3 principles, namely formality; indecisiveness; and similarity or friendship. Then the words of the news anchor, in the study of the interpretation of language politness, for the television news anchor in interacting with the speakers using the three principles of Lakoff theory, are each divided into four.

Then, the study of the principle of indecision is that it contains suggestions that speakers should speak in such a way that their speech partners can make choices. In the interpretation of the principle of the indecisiveness of this news anchor, the news anchor uses language politness, because it provides an opportunity for informants to make their choices. Furthermore, the interpretation of the principle of equality is that speakers should act as if the speech partner is the same, or in other words make the speech partner feel happy.

In the second study, impressions were used on Metro TV Television Broadcasting Institutions; MetroPlus broadcast program; news anchor Jason Sambouwn; informant: Hadiyati Mahalinda Napitupulu, business owner of ASI booster drinks. Liberating Mother's Topics. The saying, heaven is under the feet of a mother, presents how a mother sacrifices for her child. From the start of the process of conceiving, giving birth, caring and raising children to grow into a big and useful person for the family, the nation and the country, are a long series of things that must be passed by a mother and done sincerely.

From the specials before Mother's Day we will celebrate tomorrow. Today there is also an inspirational mother figure who is also concerned about mothers who are breastfeeding because she



also helps mothers who might be lacking of ASI activities which then invites these mothers to return to productive ASI, already with me on the studio this time with Ms. Indah.

The news anchor in his assignment to interact with the informant in this second program, has 10 words spoken to the speaker. So the 10 words of the news anchor, in the study of the interpretation of language politeness for television news anchor in interacting with the informant which used the three principles of Lakoff theory, each of them were divided into Data, which were the presenter words in this data, the interpretation of the formality principle is carried out. Data is the words of the news anchor, in this data the interpretation of the principle of indecisiveness is made. Data is the words of the news anchor, in this data the interpretation of the principle of equality or solidarity is applied. The interpretation of the formalities principle is that you do not sound coercive or arrogant. In Data, the word presenter said. In the study of the formalities principle, the word that the presenter said is arrogant. This violates the formalities principle and is not polite in language.

Then, in the study of the principle of indecisiveness, which contains suggestions that speakers should speak in such a way so that their speech partners can make choices. In this interpretation of the principle of the indecisiveness of the news anchor, his words were using language politeness, because it provided an opportunity for the informant to make her choices. On the interpretation of the principle of equality, the news anchor did not respect the informant enough by saying, what was important.

Findings

Manner is a system of interpersonal relationships designed to facilitate interaction by minimizing the potential for conflict. Television news anchors in interacting with informants on television are often watched by the public as viewers, which can affect their way of thinking and behavior. Based on the interpretation of Lakoff's three principles, namely formality, indecisiveness and similarity or solidarity, it can be concluded that; on TV One broadcasting program E-Talkshow broadcasting program, news anchor Muhammad Rizki; in the interpretation of the formalities principle, shows that the news anchor violated this principle, since he sounded coercive. In the interpretation of indecisiveness, the news anchor uses language politeness, because it provides an opportunity for informants to make their choices. In interpreting the similarity of the news anchor to the speaker, he also used language politeness, because he gave a speech of appreciation, so the informant was happy. Then, on the Metro TV broadcasting program Metro-Plus broadcast program, news anchor Jason Sambouwn; on the interpretation of the formalities principle, what the news anchor said was arrogant, this violated the principle of formality and was not polite in speaking. In the interpretation of the principle of indecisiveness Metro TV news anchors, he is talking using language politeness, because it provides an opportunity for the speakers to determine their choices. On the interpretation of the



principle of equality, the news anchor of the informant does not respect the speaker by saying, what's the importance, that means the news anchor is not polite in speaking.

Acknowledgement

The news presenter is the leading person in every television broadcast program. Political politeness can influence the behavior of the community as viewers can prevent confrontation in order to prevent a sense of discomfort for both the resource person and the viewer. This research is very appropriate.

References

- Anwar, Rosihan. 2004. *Bahasa Jurnalistik dan Komposisi*. Yogyakarta. Media Abadi.
- Baksin, Askurifai. 2009. *Jurnalistik Televisi Teori dan Praktek*. Bandung: Simbiosis Rekatama Media.
- Brown, P. dan Levinson, S. 1978. "Universals in Language Usage: Politeness Phenomena". In Goody, Esther N., ed. *Questions and Politeness: Strategies in Social Interaction* (Cambridge Papers in Social Anthropology). Cambridge: Cambridge University Press, 56-310.
- Junaedi, Fajar. 2013. *Jurnalisme Penyiaran dan Reportase Televisi*. Jakarta: Kencana.
- Komisi Penyiaran Indonesia. 2015. *Undang-Undang Republik Indonesia Nomor 32 Tahun 2002 Tentang Penyiaran*. Jakarta.
- 2015. *Pedoman Perilaku Penyiaran (P3) dan Standar Program Siaran (SPS)*.
- Lakoff, R. T. 1990. *Talking Power: The Politics of Language in Our Lives*. Glasgow: Harper Collins.
- Mabruri, Anton. 2013. *Panduan Penulisan Naskah Televisi*. Jakarta. Gramedia Widiasarana Indonesia.
- Mc. Donough, P. 2009. *TV viewing among kids at an eight-year high*. Nielsen, October 26.
- Morissan. 2008. *Jurnalistik Televisi Mutakhir*. Jakarta. Kencana Prenada Media Group.
- Rideout V, F. U. R. D., 2010. *Generation M2 : Media in the lives of 8 to 18 years olds*. Kaiser Family Foundation.



Wijana, Dewa Putu. 1996. *Dasar-dasar Pragmatik*. Yogyakarta: Andi Offset.

Wirnita. 2015. *Model Pelatihan Penyaji Berita Televisi Pada Lembaga Penyiaran. Disertasi, Universitas Negeri Padang.*

----- 2015. *Keterampilan Berbahasa Presenter Penyaji Berita pada Lembaga Penyiaran Televisi*. Jurnal IPTEKS TERAPAN. Kopertis X. ISSN 1979-9292, E-ISSN 2460-5611.

----- 2015. *Kesantunan Berbahasa Presenter “Penyaji Berita” Televisi ditinjau dari Pendidikan Karakter*. Prosiding Seminar Nasional Pendidikan Universitas Mataram. ISBN 978-602-1570-37-1.

-----2016. *Keterampilan Berbahasa dan Presenter “Penyaji Berita Televisi*. FKIP Universitas Bung Hatta. Padang. Buku ISBN 978-602-60289-1-4

-----2018. *Kesantunan Berbahasa dan Kearifan Budaya Lokal Penyaji Berita Televisi*. Padang. FKIP Universitas Bung Hatta. Buku ISBN 978-602-60289-6-9

Zoebazary, Ilham. 2010. *Kamus Istilah Televisi dan Film*. Jakarta: PT Gramedia Pustaka Utama