



AN ANALYSIS OF POLITENESS STRATEGIES IN DIRECTIVE SPEECH ACT USED BY MALALA YOUSAFZAI'S SPEECHES

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Abstract

This research aims to determine the types of directive speech acts and types of politeness strategy used by Malala Yousafzai's speeches. The method of this research is descriptive qualitative which use to discover the accurate facts by having the proper interpretation. The data was taken from Malala Yousafzai speeches and analyzed by using the theory of Brown & Levinson (1987). This research found that the types of politeness strategies were divided into four types, namely Positive Politeness, Negative Politeness, Bald on record, and Off-record. The results of the research showed that in directive speech acts there are many utterances which is found 99 utterances. The number of directive speech act frequently used is the request which is found 34 utterances. The least of directive speech used is commanding that consisting of 13 utterances. The most politeness strategy used is positive politeness which can be found 62 utterances. The least of politeness strategy that used is Off-Record consisting of 2 utterances. In conclusion, the most that used in directive speech acts by Malala Yousafzai's speeches is request which consisting of 34 utterances. So that means the speaker is tend to make request to the audience for purposes to invite them to take action or refrain to do something. The most of politeness strategy in directive speech act used by Malala Yousafzai's speeches was positive politeness consisting of 62 utterances. It means that the speaker tend to minimize the distance between the audience and speaker.

Key word: Politeness, Strategy of Politeness, Directive Speech Act

A. INTRODUCTION

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing the potential for conflict and inherent confrontation in all human interchange (Yule, 1996:106). According to

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Leech (1983:131) politeness is concerned in relationship between two people who may called the self (speaker) and the other is hearer. Thus, Lakoff in (Restuadi, 2021) states that politeness is the acceptable behavior, in particular specified conditions to safeguard the successful relationship in society. Politeness also defined as the act of having or appearing to have a high regard for others. In daily situation, politeness may be found in everyday conversation since it related to people opinions about the speaker and being considerate of others sentiment.

Furthermore, Brown & Levinson (1987:68) points out politeness strategies were developed to save the hearer's "face". Face refers to the respect that an individual has for himself or herself, to maintain "self-esteem" in public or in private situations (Brown & Levinson, 1987:61). Moreover Yule (1996:60) defined "a face" means public self-image of a person. It refers to the emotional sense of social that everyone have and expects everyone else to recognize. It means that people or speaker can state emotions and every society have to expect everyone to be recognized. In this term of politeness strategy, politeness means to avoid an embarrassment the other person or making them feel uncomfortable. Utterances or actions to reduce the threat to another's self-image is called the Face-Threatening Act or FTA (Yule, 1998). In line with Yule (1996) argued that politeness as showing awareness of another person's face. it refers to how people and the speaker can show polite ways of utterances to the listeners in order not to get imposed by the and their social interaction with others and in daily conversation.

Politeness is the wide area to investigate. Therefore, there are some researches who had previously conducted studies and researches concerned in politeness with different focusses. Ammaida (2020) analyzed politeness strategies employed by the users to give comment toward Donald Trump's Instagram post on International Women's Day to explain the factors that influence the users to use the strategy. In this research, the researcher found the positive politeness strategy was the highest strategy with total 276 (53%) data out of 525 data used by the users to give the comment toward Donald Trump's Instagram post on international Women's Day. The researcher also found social distance factor which the factor mostly influence the users to use politeness strategy. In addition, Ilham (2019) did the research about politeness strategy in Big Hero 6 movies. This research focused on the politeness strategies in directive expression uttered by all characters in this animation kids & family movie. The finding of this research was there are four kinds of directive speech act uttered in Big Hero 6 movie, there are ordering, requesting, asking, and suggesting. While in the politeness strategies, there are five politeness strategies which found in this movie, they are positive politeness, bald on-record, negative politeness, off record, and not do the FTA.

Based on the previous studies some studies provide sufficient information and references of politeness strategies. In this case, those studies lead the researcher into a complete understanding in classifying utterances to be concerned on politeness. However this research is different from those studies employs in this research, Malala Yousafzai's speeches is chosen to be analyzed by using directive speech act and politeness strategies theory of Brown & Levinson (1987).

The researcher chose this speech as the object of the study because in social contexts this speech contains of the number politeness strategy in directive speech act that found in Malala Yousafzai's speeches and directive speech acts that used in politeness strategies which follows, (1) bald on record, (2) positive politeness, (3) Negative Politeness, (4) bald off record. The reasons of the researcher choose this speech because in this speech the researcher found that phenomena regarding of politeness strategies which focused on directive speech acts. Thus, because this research is linked to the directive speech act and politeness strategy theory, that help the researcher to formulate the research question that follows. (1) what are the types of directive speech act used by Malala Yousafzai's speeches? and (2) what are the types of politeness strategy in directive speech acts that used by Malala Yousafzai's speeches?

B. RESEARCH METHOD

This research is about descriptive-qualitative research that refers to the research that taken from Malala Yousafzai's speeches. The research related to descriptive research which includes gathering information that described events and after that organizes, arranges, depicts, and describe the information collection (Glass & Hopkins, 1984). The descriptive research is the way to discover out the accurate facts by having the proper interpretation. In this case, Bogdan & Taylor (in Moleong, 2002:3) defined qualitative research as a research that present the descriptive data in the form of written or oral words of people and behavior which can be observed. Similarly, it also stated by Miles & Huberman (Restuadi, 2021) points out the data concern appear in word rather than in number.

To conduct this research the researcher use the instrument research as the requirement to obtain the data, there were two research instrument in this research, (1) The researcher itself get involve as the human instruments for gathering the data, because the researcher has a role as an observer and researcher listen carefully of the dialogue or speech that occur. (2) The researcher make two table of indicators that used as the instrument in collecting the data.

In order to relate the ways of data collection, the researcher used several steps to collect the data. As asymmetrically, there were several steps that used by researcher to collect the data as follow: (1) The researcher downloading the video of Malala Yousafzai's speeches entitled "English Speech by Malala Yousafzai as Nobel Peace Prize", and "Malala Yousafzai: The Right to Learning Should be Given to any Child, "The daily show Malala Yousafzai Extended Interview". The first video discussed about the right of education. Second, the video is discussed about the right of learning should be given to children.

(2) The researcher watched the video of Malala Yousafzai, and transcribed every speaker's utterances in typing and saved the transcript in the laptop. (3) The researcher identified and collected the types of directive speech act and politeness strategy from Malala Yousafzai's speeches and gathered it into the table indicators. (4) The data of the research were able processed and analyzed by researcher and validate it with validator.

C. FINDINGS AND DISCUSSION

There are two research questions that should be answered. First, what are the types of directive speech acts used in Malala Yousafzai's speeches? Second what are types of politeness strategy in directive speech acts used in Malala Yousafzai's speeches? The findings of this research can be found below.

1. Research Finding

The findings of the research showed there are types of politeness strategy and the types of directive speech acts.

1. Types of directive speech acts used by Malala Yousafzai's speeches

There are some types of directive speech acts that found in Malala Yousafzai's speeches, they are requesting, questioning, commanding, and suggesting. The types of directive speech act can be seen in the table below:

Table 1. Types of Directive Speech Acts

No	Script/ Malala Yousafzai	Types Directive Speech Act				Total
		Reques- -ting	Question- ing	Comman- ding	Sugges- ting	
1	Script 1	12	6	4	3	25
2	Script 2	5	0	0	11	16
3	Script 3	3	11	5	5	24
4	Script 4	3	0	3	8	14
5	Script 5	11	4	1	4	20
Total		34	21	13	31	99

Based on the table above, there was found 4 types of directive speech act in Malala Yousafzai's speeches. They are requesting, questioning, commanding, and suggesting. It can be seen that there are 34 utterances of directive speech of requesting, 31 utterances of directive speech of suggesting, 21 utterances of directive speech of questioning, and the least appeared was 13 utterances of directive speech of commanding.

a. Directive Speech Acts of Requesting

Datum (11) T.1/MY (21:46):

“Now it is time to call them to take an action for the rest of the world.

Context: The utterance above employed the directive speech of requesting. This utterance, speaker has delivered the directive speech act of requesting to hearer. The speaker conveyed the requesting act in order to obligate the request to hearer. So the speaker used a request as an expression of what the speaker wants to the addressee to take action or refrain from doing something. Directive speech act in utterances above is analysed by illocutionary act. From the utterances above the locutionary act is the utterances from Malala Yousafzai speech which is “Now it is time to call them to take an action”. The illocutionary act is requesting. The speaker Malala, used requesting in order to ask the hearer to take an action.

b. Directive Speech Act of Questioning

Datum 13/T.3/MY (03:15)

“Why shall I wait for someone else? Why shall I be looking to the government, to the army that they would help us?”

Context: The utterances above the speaker used the interrogative as the form of questioning. This utterances above could be classified as directive speech of questioning because the speaker wanted to ask the reason from addressee by making a question. The speaker performed directive of questioning because the form of the utterances is matched with the function which is obligate the act of asking somebody about something. The speaker ask a question to hearer in order to make an interrogative for questioning.

c. Directive Speech Act of Commanding

Datum (15)/T.3/MY(03:44):

“You must not threat that much with cruelty, and that much! You must fight against terrorism but though peace, and through dialogue, and through education!”

Context: based on the utterances above the speaker used the directive speech act of commanding because the speaker give commanding to the hearer in order to fight for against terrorism. The speaker employed directive speech act of commanding, because commanding is the act of telling somebody to do something in which the speaker has power.

d. Directive Speech Act of Suggesting

Datum (17)T.2/MY(05:05): “It is our duty and I’m hopeful the change will come one day. We should see every child getting quality of education”.

Context: this utterance employed the directive speech of suggestion. In this utterance, the speaker performed suggestion to hearer in order to persuade the hearer to take an action and asking the hearer to be concerned in maintaining the

future of generation to get quality of education. Based on the context, the speaker give the suggestion to hearer in order to asking the hearer to take action.

2. Types of Politeness Strategy in Directive Speech Acts used by Malala Yousafzai Speeches.

The types of politeness strategy found in Malala Yousafzai can be seen in the table below:

Table 2. Types of Politeness Strategies in Directive Speech Acts

No	Script	Types Politeness Strategies				Total
		Bald on-record	Positive politeness	Negative politeness	Bald Off-record	
1	Script 1	2	17	6	0	25
2	Script 2	0	12	4	0	16
3	Script 3	5	10	6	1	22
4	Script 4	0	14	1	0	15
5	Script 5	2	9	6	1	18
Total		9	62	23	2	96

According to the table above showed that, there were four types of politeness strategy used in directive speech acts. They are bald on record, positive politeness, negative politeness, and off-record. From the table, it can showed that, there are amount of utterances that can be categorized into types of politeness. They are appeared 62 utterances of positive politeness, 23 utterances of negative politeness, 9 utterances of bald in record, and the least used was 2 utterances of off-record.

- a. Bald on record

Datum (1): T.1/MY (25:58):

“We must work not wait!”

Datum (2): T.3/MY(05:01):

“Now do what you want!”

Context: This utterance were employed bald-on record strategy. In datum T.1, the speaker ask the hearer without unambiguous way. The speaker and the hearer are known each other. Also in datum text 3, the speaker give the command to the hearer directly. In the case of urgency the speaker decreased the efficiency because of urgency itself. Based on the context, the speaker uttered the request directly. So regarding to this case, the speaker uttered the request without no fear

of threatened from hearer. Based on the data above, it can be defined that the speaker trust of the hearer by being outspokenness. So that the speaker avoided of being misunderstood by the hearer

b. Positive Politeness

Datum (5) T.1/MY (10:50-11:00)

We could not just stand by and see those injustices of the terrorists denying our rights, ruthlessly killing people and misusing the name of Islam.

Context: the utterance delivered by the speaker is used to assert common ground to hearer. This utterances was deliver to hearer because the speaker is not close to the hearer, so the speaker used “we” to require that speaker and hearer are known each other. In this context the speaker assert that she wants to ask the hearer to fight against injustice because of the denial of terrorist in the terms of getting the rights education for children and young generation.

c. Off-record

Datum (7): T.5/MY(15:55):

“I’m requesting a lot and I’m asking people to do a lot.”

Datum (8): T.3/MY (07:37):

“Why don’t we support them? But then they were that much crueller.”

Context: this utterances used off-record strategy. In this utterances the speaker uttering the words with employed conversational implicature, by giving hint to the hearer. Based on the context, in datum T.3 the speaker confront that she may not have to support the part of the Taliban group, because that is implied that many young generation was death because of their attack of guns and it caused of war. Thus, in datum T.5 the speaker used the unconventionally indirect in order to giving hint to hearer that she wanted to every children and young generation should have the right of learning and get the rights of education. However the speaker was not directly to deliver it. The communication could be accomplished by giving hint from speaker to hearer. By giving hint, the speaker required the hearer to perform an act: like in this case the speaker asserted the hearer to let her to do something. The speaker expressed the request as bluntly as the need or demand.

d. Negative Politeness

Datum (9): T.3/MY (03:15-03:18)

Why shall I wait for someone else? “Why shall I be looking to the government, to the army, that they would help us? Why don’t I raise my voice? Why don’t we speak up for our right?”

Context: This utterances employed negative politeness. The speaker used negative politeness because the speaker was questioning to the addressee. This utterances employed strategy (2) of negative politeness because the speaker has a desire not to presume and not to coerce the hearer. The speaker needs to do something by questioning the hearer. In this utterances the speaker ask the hearer to do something. The speaker purposed that she wanted to offer something which required to be accepted.

2. Discussion

1. Types of Politeness Strategy

There are four types of politeness strategy found in the script of Malala Yousafzai’s speeches. They are bald on-record, positive politeness, off-record, and negative politeness. In this script there was no found Don’t do FTA. This research used Brown & Levinson (1987) about politeness strategy to identify the types of politeness strategy used in Malala Yousafzai script. Meanwhile, to classify the types of directive speech acts this research used Searle (2005).

Thus, this research gives contribution in pragmatics approach. It is because the result of this study shows that the aims of the use directive speech acts can influence the choice of politeness strategies. The relationship of the speaker and the interlocutor can impact the politeness form. This research fill the gaps of the study, this research conducted the directive utterances in the script Malala Yousafzai speech and the focus of the study was to examine the types of directive speech acts and politeness strategies in directive speech act that used by Malala Yousafzai’s speech.

Furthermore, this research was quiet similar with previous study done by Putri (2021). The researcher found that, in politeness strategies, the dominant strategy used is bald on-record strategy. The research was aimed to describe politeness strategy of request are employed by main characters in the film entitled “Yes Day” movie and describe the factors influence the characters which use those strategies. The data analyzed by using Brown & Levinson (1987) theory of politeness strategy and (Trosborg, 1995) to provide the situational context of the conversation in “Yes Day” movie. The result of the study shows that there were 113 data politeness strategy of request that finds 4 kind of strategy. There are bald on-record 58%, positive politeness with percentage 27%. Then, negative politeness has percentage 12%, and off-record has 3%.

As mentioned above, the previous studies that related to this study, from the data analysis, there are found 4 types of directive speech act in the script

Malala Yousafzai speeches. They were requesting 34 data, Suggesting 31 data, questioning 21 data, and 13 data of commanding. This research found that directive speech act in form of requesting is mostly used in Malala Yousafzai speech. Requesting is useful in the speech because the speaker is tend asking the hearer to do something. Based on the research questions, the data have been analyzed by two different theories but still on the same data. While, the difference is in the both theories are two different theories. Thus, in politeness strategies, the most dominant strategy used in the speech is positive politeness strategy. In directive speech act, the most appeared strategy in the speech is requesting. On the other hands, the difference of previous studies above can be seen through the object of research and the focused of the study. This research aimed to discover the types of directive speech act and the politeness strategies in directive speech act found in Malala Yousafzai's speeches. Moreover, in politeness strategy, the most frequently used of strategy was positive politeness. It is because this strategy usually used by the speaker to avoid the distance between speaker and hearer also the relationship between the speaker and the hearer is relatively close, and speaker have the same common ground with the hearer. Related to the analysis of the data, there are found four types of politeness strategy that used in Malala Yousafzai's speeches, they are 62 data (65%) of positive politeness, 23 data (24%) of negative politeness, 9 data (9%) of bald on record, and 2 data (2%) of bald off-record. Based on data above, it can be concluded that positive politeness was the most appeared in the script of Malala Yousafzai speeches with sixty two data or sixty five percent appeared. Then, negative politeness was the second most appeared in the script Malala Yousafzai speeches with twenty three or twenty four percent overall. Bald on-record appeared in the script of Malala Yousafzai speeches with nine data and nine percent appeared. Next, bald off-record is the least appeared in a script of Malala Yousafzai speeches with two data or two percent overall. So the amounts of data are ninety six. Positive politeness was most appeared in Malala Yousafzai script, this strategy used properly in the speech. Because in the script of Malala Yousafzai was often used positive politeness in the speech acts and that's why positive politeness was most appeared in the script of Malala Yousafzai.

2. Types of Directive Speech Acts

In this research, the researcher used Searle (2005) theory to identify the types of directive speech act that used in Malala Yousafzai's speeches. In this research, there were four types of directive speech act that can be considered to determine the utterances, they are requesting, questioning, commanding, and suggesting. Thus, directive speech is about how the speaker's utterances get someone to do something, which actually commands such as begging, offering, requesting, and suggesting Searle in (Huang, 2007). Related to the research questions, it is important that the researcher classified the directive speech acts which consist of four types (e.g., requesting, questioning, commanding, and suggesting) that can be a requirement to decide the form of the directive speech. And this research were limited to the directive utterances. Moreover, regarding to the analysis of data, the researcher was found the data of the use directive speech

act, they are 34 data or (34%) of requesting, 31 data (31%) of suggesting, 21 data (21%) of questioning, and 13 data (13%) data of commanding. Based on the analysis of the data above, it can be concluded that directive speech of requesting was mostly appeared in Malala Yousafzai script with thirty four data or thirty four percent often appeared overall. Meanwhile, directive speech of suggesting was appeared in the script with thirty one data or thirty one percent appeared overall. Then, directive speech of questioning was appeared in the script with twenty one data or twenty one percent overall. Lastly, directive speech of commanding was appeared in the script of Malala Yousafzai speech with thirteen data or thirteen percent appeared overall. So the total amounts of the data were ninety nine.

D. CONCLUSION & SUGGESTIONS

a. Conclusion

This research focused on the types directive speech act used in Malala Yousafzai speech and the types of politeness strategy in directive speech acts used by Malala Yousafzai's speeches. The data is analyzed based on Brown & Levinson (1987) and Searle (2005). The researcher found types of politeness strategies and the types directive speech act. There were four types directive speech act that found in Malala Yousafzai speech. They are requesting, questioning, commanding, and suggesting. There were four types of politeness strategies in directive speech acts found in Malala Yousafzai's speeches. They were bald on-record, positive politeness, negative politeness and off-record. Thus, In conclusion, the researcher found that there are 96 data of utterances that have been collected from Malala Yousafzai's speeches and it classified into politeness strategy. Meanwhile, in directive speech act the researcher found that there are 99 data of utterance used in Malala Yousafzai's speeches. For politeness strategies, positive politeness was the most number of politeness strategy in Malala Yousafzai's speeches with sixty two data or sixty five percent appeared. Then Off-record strategy is the least appeared in Malala Yousafzai speech with two data or two percent overall. The most of politeness strategy in directive speech act used by Malala Yousafzai's speeches was positive politeness that consisting of 62 utterances. It means that the speaker tend to minimize the distance between the audience and speaker. Otherwise, for directive speech act the researcher found requesting was the most frequently used in Malala Yousafzai scripts with thirty four data or thirty four percent overall. Commanding was the least appeared with thirteen utterances or thirteen percent overall. So that means the speaker is tend to make a request to the audience for purposes to invite them to take an action of refrain to do something.

b. Suggestions

In this research, the researcher recommended to give the suggestions to other linguistics students who are ready to do the research in same field. This research was only focused on the directive speech act utterance, so the next

researcher can be analysed by another object of researcher with different focuses such as requesting, questioning, commanding, suggesting and etc. It is suggested that the future research will study about the politeness strategy and directive speech act in different kind of utterances or subject of the research such as novel, speeches, or news. Furthermore, this research is expected to giving contribution in collaborating with the next researchers.

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