



POLITENESS STRATEGIES USED IN WHATSAPP MESSAGES THAT CONTAINS MINANGKABAU NICKNAMES

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Abstract

This research aims to examine politeness strategies in using Minangkabau nicknames, then find out the types of politeness strategies used in WhatsApp messages containing nicknames in the Minang language, how polite people are when communicating on WhatsApp messages, and how people use nicknames based on the situational context. The theories used in this research are the theory of politeness strategies by brown levinson (1987) and situational context by Hymes (1972). The research method used in this research is qualitative descriptive, in which the researcher explains the research results. This research data is taken from WhatsApp messages containing nicknames in the Minang language. In this research, there are 65 data are found based on four types of politeness strategies: bald on record, positive politeness strategies, negative politeness strategies, and off record. The dominant type of politeness strategy used is bald on record which is 30 data. From eight types of situational context, the researcher finds 416 situational contexts that belong to SPEAKING (Setting and scene, Participants, Ends, Act sequences, Key, Instrumentalities, Norm of interaction, and Genre) theory by Hymes (1972).

Keyword: Pragmatics, Politeness, Politeness Strategies, Nicknames, Situational Context

A. INTRODUCTION

Language is used to communicate in daily life. Language has a close relationship with the communication process. With communication, people can convey and receive messages. People can send messages to each other quickly without having to write letters and wait days. Smartphones are a technology that almost everyone uses, and smartphones are equipped with several supporting applications to facilitate communication. One of the applications is whatsapp, which can send and receive messages. There are many ways to create closeness in communication. The level of closeness in communication usually depends on

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several things, such as relationships. The closer a person is to the other, the less formal the communication.

According to Yule (1996), pragmatics is the study of what speakers mean. It is related to the analysis of the words spoken by the speaker, and the words spoken may have different meanings or own meanings. In addition to understanding the meaning, the speaker and listeners should pay attention as a form of politeness to respect each other and communicate well.

According to Culpeper (2009), politeness is a strategy to create a good relationship. Politeness can make the speaker and listener feel comfortable while communicating. Being polite means being aware of the person's feelings. Politeness can be found in daily activities like in conversation. Wang (2010) said that people can choose various communicative strategies to make a good relationship. This strategy is beneficial in communication and is called the politeness strategy. Politeness strategies are strategies that help people to say what they want to say politely. There are many ways to start a conversation, such as by greeting by name. If the speaker and the listener already know each other, they can use nicknames. Nicknames indicate they may be close, like friends or relatives.

Several studies have been done related to politeness and nicknames. First, in "A Pragmatic Analysis of Positive and Negative Politeness Strategies of Refusal in Richard Linklater's *Boyhood*" by Kuweira Nur Pratiknyo (2016). Second, in "An Analysis of Positive Politeness Strategy in *Ellen Show* By Michele Tantri (2020), the data in this research is taken from the utterances in *Ellen Show* that contain politeness strategies. The last is "A Pragmatic Analysis of Selected Nicknames Used by Yoruba Brides for In-Laws" by Adekunbi Eniola Akintola and Joshua Sunday Ayantayo (2016).

While, in this research, the researcher wants to examine politeness from the nicknames within utterances on WhatsApp messages, which contain Minang nicknames with politeness strategies. The nicknames come from a Minang culture, like *uda* for older brothers and *uni* for older sisters, and friends or relatives can make some other nicknames in Minang language. The researcher used nicknames in the Minang language because nicknames are unique. Nicknames not only come from real names but are based on other things, too. This research field is people's messages on WhatsApp applications. The researcher uses the sentence in WhatsApp with Minang language. Then, the researcher examines how nicknames are used in utterance by seeing the context of the sentences using Hymes's context theory. This theory is shorted as SPEAKING. Moreover, the nicknames contain a politeness strategy that will be analyzed in sentences. The researcher is interested in analyzing sentences on WhatsApp because sometimes people need to realize whether or not the messages already sent are polite.

B. RESEARCH METHOD

This research used qualitative descriptive method, which analyzed and described the data. According to Jankowski and Jensen (2002), qualitative research is related to culture and social phenomena. In this research, the researcher chose WhatsApp messages containing nicknames, especially Minang nicknames, because some nicknames are related to culture. The researcher analyzed how polite the

messages included nicknames with politeness strategies. In descriptive research, Kothari (2004) said that the researcher observes the things related to the object without manipulating it. The researcher used the descriptive qualitative method because this research aimed to describe how polite people communicate on WhatsApp using nicknames in Minang language.

C. RESULT AND DISCUSSION

1. Research Finding

1.1 Types of Politeness Strategies

Politeness strategies are used to save the “face” of the interlocutor when communicating. Face refers to a person's self-esteem. There are four types of politeness strategies theory by Brown and Levison (1987), namely bald on record, positive politeness, negative politeness, and off record. In this research, politeness strategies were used to analyze the utterances that contained Minang nicknames.

A. Bald on record

Bald on record is a strategy used without considering minimizing the interlocutor's face. Usually, speakers and interlocutors who use this strategy already know each other well. In this strategy, the utterance is delivered directly and clearly. Some bald on record strategies found in Whatsapp message contained a nicknames :

Datum 1

Speaker : ***Cuca beko tolong an nin yo pasan e.***
(Cuca please help nin to order later)
 Interlocutor : *Okee nin.*
(Okay nin)

The data above indicate that the speaker asks the listener for help with an order. The strategy used in this expression is the bald-on-record strategy because the speaker asks for help directly and does not intend to minimize the interlocutor's face, which is one of the characteristics of the bald-on-record strategy.

Datum 2

Speaker : ***Daron, tolong caliak an di gojek bara ongkir dari geprekyaa ka rumah den.***
(Daron, would you like to check the delivery fee from Geprek Yaai to my home?)
 Interlocutor : wait
(wait (sending a pict which show the price))

The data above indicate that the speakers ask the listener to check how much it costs to send from Geprekyaa to her house. The speakers ask for help directly without other sentences to minimize the interlocutor's face, which is characteristic of politeness strategy bald on record.

B. Positive Politeness Strategies

Positive politeness strategies are used with people who are quite close, or they can also be used with people who are not close. This strategy involves showing friendliness, appreciation, solidarity, and interest. Some positive politeness strategies found in Whatsapp message contained a nicknames:

Datum 3

Speaker : *Lamak mie ayam goreng nyo cik, tapi lebih lamak kalo diagiah lado stek cik.*
(The fried chicken noodle tastes good, cik but it will be better if you add some chili on it, cik)

The speaker tries to advise by thinking of the other person's face. It can be seen in the sentence before the word “but”; the speaker praises the food first by saying that the food was “delicious” before advising the interlocutor to avoid the interlocutor's disagreement. Avoiding disagreement is one type of positive politeness strategy. In addition, avoiding disagreement can also minimize the interlocutor's face

Datum 4

Speaker : *Den ka maajak teta ko mah a. bu Elmi ndak masak do.* (I am going to ask teta because Mrs Elmi doesn't cook)

Interlocutor : *Kalo ndak kasiko se lah sa, teta adoh samba cumi ko a.*
(What if sa comes here, Teta makes an octopus dish)

Speaker : *Seru pula ma*
 (Sounds good)

The speaker uses positive politeness strategies in this utterance, namely, intensifying interest in the hearer. The speaker offers the interlocutor that if the interlocutor comes to his house, there is “sambal cumi,” which can be an interesting reason for the interlocutor to visit. This utterance shows that the speaker is close to the interlocutor and knows the interlocutor's interest in squid.

C. Negative Politeness Strategies

Negative politeness strategies are used to correct the negative face of the interlocutor. It is also used to socially distance or limit the interaction between speaker and listener. Some negative politeness strategies found in Whatsapp message contained a nicknames:

Datum 5

Speaker : *Caban den nio tanyo, pernah kau bali kotak kue yang kardus mode itu? Kawanan den bali kotak tu ciek a.*
(Caban, I want to ask something. Have you ever bought a box like this? Please accompany me to buy that kind of box)

Interlocutor : *Lai, di aia dingin adoh ma. Kalo ndak di tabiang, den damam, pai se lah kau surang.*
 (I have. It is at Aia dingin or at Tabiang. I am fever, just go by your self.)

The speaker asks if the interlocutor has ever bought a box like that with the intention that if the interlocutor has bought it, the interlocutor will accompany her to buy the box, too. The speaker does not immediately reveal the purpose but first

asks to correct the interlocutor's face before asking to be accompanied. This utterance is included in one type of negative politeness: questioning and hedging.

- Datum 6
 Speaker : *Ifa, alah adoh pitih gas yang 250rb lai ifa?*
 (Ifa, Is there 250 thousand for gas yet?)
 Interlocutor : *Lupo ipa kirim ka uncu dari patang lah ado nyo uncu maaf yo neu.*
(I am sorry neu, Ipa forgot sending it to uncu. The money is already ready since yesterday)
 Speaker : *Iyoo Ifa, ndak baa doh Ifa*
 (It's okay Ifa)

The interlocutor apologizes to the speaker as a sign of guilt for forgetting to send money. This utterance belongs to one type of negative politeness strategy because the interlocutor apologizes to the speaker to minimize the interlocutor's face. This apology is one of the characteristics of negative politeness, namely apologizing. This apology is a form of fixing the interlocutor's negative face because the interlocutor forgot to send money.

D. Off Record

This strategy is used in indirect sentences. The speaker makes the interlocutor interpret the meaning of the utterance. An example of this type of strategy is providing a code so the interlocutor can guess the meaning of the utterance.

- Datum 7
 Speaker : *Buek kimbab se dirumah den beko.*
 (Let's make kimbab at my house later)
 Interlocutor : *Patang tu alun jadi lo cuboan kimbab pirang lai.*
(I haven't tasted pirang's kimbab yet)
 Speaker : *Pakai se ayam acik beko lik, timun jo wortel den masih ado.*
 (Just use Acik's chicken again. I will serve carrot and cucumber)
 Interlocutor : *Sipsipp*
 (Okay)

This utterance uses a politeness strategy, namely, off the record. Off-record is a strategy that provides a clue or code to the listener in the utterance. The speaker gives the code to the listener by revealing that she has never tried the listener's kimbab and hopes the listener will provide it.

- Datum 8
 Speaker : *Tinggaan sa kue yo.*
 (Please leave some cake for sa)
 Interlocutor : *Lambek habis sa.*
 (It is over of you are late sa)
 Speaker : *Tinggaan lah stek niang.*
(Please leave me a little bit niang)
 Interlocutor : *Jadihh.*
 (Okay)

The speaker tells the interlocutor to leave a cake with the intention that the speaker wants to ask for the cake. In this utterance, the speaker uses the off-record strategy because it says the utterance indirectly by giving a code, which is one of the characteristics of the off-record strategy.

After analyzing the data, the researcher found 65 utterances contain Minang nicknames. The researcher analyzed the data with the politeness strategies theory by Brown and Levinson (1987), in this research, the Researcher found four types of politeness strategies namely bald on record, Positive politeness, negative politeness, and off record.

Table 1. Types of Politeness Strategies

No.	Types of politeness Strategies	Frequency	Percentage
1.	Bald on Record	30	46%
2.	Positive Politeness	14	21,5%
3.	Negative Politeness	7	11%
4.	Off Record	14	21,5%
Total		65	100%

Based on the table above, there are four types of politeness strategies. Judging from the percentage, it is found that bald on record (46%), positive Politeness (21,5%), negative politeness (11%), and off record (21,5%). The Dominant politeness strategies are bald on record. Bald on record is a strategy Used to convey speech directly. In contrast, the less dominant one used is Negative politeness strategy. Negative politeness is a strategy used to correct The negative face of the interlocutor.

1.2 Situational Context

Situational context is a variety of factors contained in the communicative act, such as social, cultural, and rules. Based on Hymes 1972, the theory of situational context is known as SPEAKING theory, S: setting and scene such as place and time in conversation, P: participants, people who speak or interlocutors, E: ends, the purpose of the intention of the conversation, A: Act sequence, the steps in performing an utterance, K: key, the tone of speech used, I: instrumentalities, speech form like oral or written, N: Norm of interaction, the characteristics of an utterance such as, assertive, brave, respectful, etc., G: Genre, type of utterance, such as poetry, conversation, prayer, etc. Some situational context found in Whatsapp message contained a nicknames:

Datum 5

Speaker : *Den ka maajak teta ko mah a. bu Elmi ndak masak do.*
(I am going to ask teta because Mrs Elmi doesn't cook)

Interlocutor : *Kalo ndak kasiko se lah sa, teta adoh samba cumi ko a.*
(**What if sa comes here, Teta makes an octopus dish**)

Speaker : *Seru pula ma*
(Sounds good)

The setting in this utterance is in the interlocutor's place, it can be seen from the utterance "if sa comes here". The participant in this utterance is the relationship between the speaker and interlocutor is quite close. This utterance shows that the speaker is close to the interlocutor and knows the interlocutor's interest in squid. This is also supported by the nickname "Teta." The name teta in the Minang language is used for older sisters. The end of this utterance the speaker wants the interlocutor to come to her house. The act sequences is the interlocutor offers the speaker to go to her place and give her octopus dish. The key is kind because the interlocutor offers to give a squid dish if the speaker goes to her place. The instrument of this utterance is written. The norm is polite because the speaker gives a reason to interest the interlocutor. The genre of this research is a little conversation.

Datum 6

Speaker : *Uda, sa abis maghrib ka tampek uda. Ama buek samba gulai. Kalo nio da sa baik an. Gulai pucuk ubi.*
(Uda, sa will go there after magrib. Mom cooked gulai pucuk ubi. If you want, Sa bring it there, da)

Interlocutor : *Ok.*
 (Okay)

The setting is after maghrib in her brother's place. In the situational context of the participant, the speaker has a family relationship with the interlocutor because the speaker says "Ama" or "Mom, " meaning the speaker and the interlocutor are relatives. It can be seen in the utterance that the speaker calls the interlocutor "uda" or, in Indonesia, Abang or, in English, the older brother in the family. The end of the situational context in this utterance is to offer to bring food if the interlocutor wants it. The act sequences is the speaker ask the interlocutor to bring food if the interlocutor wants. The key is serious because the speaker want to bring the interlocutor food. The instrument of this utterance is written. The norm is nice because the speaker want to bring food for the interlocutor. The genre is a little conversation.

Datum 7

Speaker : *Den adoh buek kue mah gaban, kau pasti suko. Kok nio cubo kamarilah.*
(I made a cake, gaban. You will like it. If you want, come here)

Interlocutor : *Co foto, kue a tu?*
 (Take a picture, what kinda of cake?)

Judging from the situational context the setting is the speaker's place and it can be seen from the "come here". The participant, the speaker, and the interlocutor have a close relationship, so nicknames call them. The word "Gaban" is an abbreviation of the phrase "gadang" and "badan" in English, Fat. The nickname was created because the interlocutor has a fat body. The End of this utterance aims to make the interlocutor come to the speaker's house to taste the cake made. The instrument of this utterance is written. The genre is a little conversation.

The utterance shows that the speaker offers to bring food if the interlocutor wants. It can be seen in the utterance that the speaker calls the interlocutor "uda"

or, in Indonesia, Abang or, in English, the older brother in the family. The setting is “abis maghrib/after maghrib in her brother's place. In the situational context of the participant, the speaker has a family relationship with the interlocutor because the speaker says “Ama” or “Mom, ” meaning the speaker and the interlocutor are relatives. The end of the situational context in this utterance is to offer to bring food if the interlocutor wants it. The instrument of this utterance is written.

Table 2. Situational Context

No.	Situational Context	Frequency	Percentage
1.	Setting and Scene	44	10%
2.	Participants	65	16%
3.	Ends	63	15%
4.	Act Sequences	40	9%
5.	Key	42	10%
6.	Instrumentalities	65	16%
7.	Norm of interaction	32	8%
8.	Genre	65	16%
Total		416	100%

Based on table above, it can be seen the percentage of situational context: setting and scene (10%), participants (16%), ends (15%), act sequences (9%), key (10%), instrumentalities (16%), norm of interaction (8%), and genre (16%). The most dominant situational context found is participants, instrumentalities, and genre. Participant, instrumentalities, and genre are more dominant because the data has similarities, namely the participant is the person who says the utterance, the instrument of the data is written because the source of the data is whatsapp messages, and the genre is a little conversation.

2. Discussion

This section discusses the findings above. The data shows that nicknames are often used in family talk, friendships, or people who already know each other. The findings of the pragmatic analysis, especially politeness strategies in Minang nicknames, have four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record. The dominant finding is bald on record because the WhatsApp message analyzed is a message with family talk, friendships, and the closest person who already knows each other so that the speaker can say the utterance directly.

Meanwhile, according to the situational context theory known as SPEAKING, nicknames are used because of the closeness and mutual recognition between the speaker and the interlocutor. Factors that influence the creation of these nicknames are the rules of nicknames in the Minang language, character, and appearance.

Compared with the previous study, “Analysis of Selected Nicknames Used by Yoruba Brides for in Laws” by Adekunbi Eniola Akintola and Joshua Sunday Ayantayo (2016), this research has similarities, namely the use of nicknames created due to rules in Yoruba people but only for brides. The difference between the previous study and this research is in the theory used to analyze. The previous

study used speech act theory to analyze. In contrast, this study uses politeness strategies and relates them to situational context to find out how people use nicknames in the Minang language.

Next, “Politeness Strategies Analysis Reflected in Little Women Movie by Greta Gerwig” by Fridolini, Dwi Asih Arisena, and Kurnia Idawati (2021). The researcher used politeness strategies in this previous research and connected them with the relative distance theory. The similarity between the previous study and this research is in the use of politeness strategies, while the difference is in the other theories used. The previous study relates its research to relative distance theory, while in this study, the politeness strategy is to analyze the utterance and the situational context is to explain the nicknames.

D. CONCLUSION AND SUGGESTIONS

Based on the analysis of the pragmatics of nicknames in the minang language using politeness strategies, 65 data were found taken from whatsapp messages in 2023. This data consists of 4 types of politeness strategies, namely bald on record, positive politeness, negative politeness, and off record. The dominant one found is bald on record, while the non-dominant one is negative politeness. This could be due to the scope of the study which is limited to whatsapp messages to people who are already known or close so that they are more likely to use the bald on record strategy. Meanwhile, the relationship between nicknames and situational context is to find out how these nicknames are used in whatsapp messages. Nicknames are created and influenced by various things, the SPEAKING theory by hymes 1972 helps to see the use of nicknames based on context. The dominant contexts found in whatsapp messages are participant, instrumentalities, and genre. The three contexts were found because they have similarities. Meanwhile, other contexts are not all found in one utterance.

This research uses nicknames in the Minang language as the data source and Whatsapp messages as the data. The theories used in this research are politeness strategy and situational context. Various kinds of previous research related to politeness strategies have been carried out with the objects of movies, novels, and in an environment such as a school environment. Meanwhile, nicknames have also been analyzed using theories other than politeness. Researchers suggest that the next researchers conduct research on politeness strategies, and the object is nicknames because in this research, the researcher analyzes Whatsapp messages that contain nicknames and nicknames analyzed with the situational context.

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