ADDRESS TERMS AS THE POSITIVE POLITENESS STRATEGY USED BY THE MIDWIFERY STUDENTS

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Abstrak: *Dalam komunikasi, orang melakukan negosiasi makna kepada mitra tuturnya dengan berbagai strategi. Salah satu strategi yang sering digunakan adalah strategi kesopanan. Penelitian ini bertujuan untuk mencari tahu penggunaan address terms oleh mahasiswa semester dua AKBID Muslimat NU, Kudus, Jawa Tengah. Peneliti menggunakan pendekatan kualitatif (deskriptif) dan data diperoleh melalui implementasi roleplay. Peneliti merekam, mentransipsikan, dan menginterpretasikan data tersebut. Analisis data berdasarkan pada teori Leech (1983). Hasil analisis menunjukkan ada sebelas situasi penggunaan address terms oleh mahasiswa, yakni: greeting (2%), thanking 15,6%, intimacy 2%, congratulation 0%, praising 11,7 %, apology 11,7%, question 11,7%, request 8%, suggestion 10%, chastisement 6%, rejection 0%, and disagreement 7,8%. Dari hasil di atas dapat disimpulkan bahwa penggunaan thanking merupakan yang tertinggi, kemudian diikuti intimacy, obedience, apology dan disagreement. Hal tersebut manandakan bahwa klien mengutamakan kedekatan dalam mengekspresikan address terms.*

Kata kunci: *Sapaan, Strategi Kesopanan, Kesopanan Positif*

Abstract: *In communication, people negotiate meaning with the addressee. When they negotiate the meaning, they need some strategies. One of the strategies is politeness strategy. This study is aimed at finding out the address terms used by the second semester of midwifery students of AKBID Muslimat NU, Kudus, Central Java. The researcher used descriptive qualitative as the approach and the data collected through the role plays of twenty students. Then, the researcher recorded, transcribed, and interpreted them. The analysis of address term used was based on Leech's theory (1983). The result of analysis showed that there were eleven situations in which the address terms used by the midwife and client. They were greeting (2%), thanking 15,6 %, intimacy 2%, congratulation 0%, praising 11,7 %, apology 11,7%, question 11,7%, request 8%, suggestion 10%, chastisement 6%, rejection 0%, and disagreement 7,8%. From those situations, the address term for situations in which mostly used by the client are in thanking, intimacy, obedience, apology and disagreement. It means that the client would like to express the intimacy.*

Keywords: *Address term, politeness strategies, and positive politeness.*

INTRODUCTION

Midwifery is one of medical professions that have job to help women in maternity aspect especially. According to Health Minister Rules Number 572/1996, there are nine competences for midwifes. The competences are knowledge; pre-conception, family planning and gynecology; caring and counseling during pregnancy; caring during delivery and childbirth; caring on postnatal period and breast feeding; caring on the new born baby; caring on baby and under five year; community midwifery; the last is caring on woman who has reproduction disturbance. To do those competences, midwife also needs to have a good communication with the clients. One of language that can be used in communication is English.

English is one of language that should be learnt by the students in AKBID Muslimat NU Kudus. One of the goals in teaching and learning English is the students are able to communicate in medical situation and understand the medical literature. It happens because most of the medical references are in English and they are in the globalization area. Therefore, learning English is a must for the midwifery students.

Since the goal of teaching and learning English is the students are able to communicate, communicative competence is needed. Communicative competence means competence of the speaker to communicate or to perform their language. Celce-Murcia (2007) proposed the competence model that includes six competences. The six competences in communicative competence are linguistic competence, strategic competence, sociocultural competence, actional competence, interactional competence and discourse competence. In this study, the researcher focuses on the sociocultural competence. According to Celce-Murcia (2007), "sociocultural competence refers to the speaker's pragmatic knowledge". It means that when the speaker expresses her idea, she has to consider with the way how she expresses appropriately based on the social and culture context. Then, one of the sociocultural competence is in the politeness strategy. It is very important since the students are the candidate of midwife who should have good communication skill.

According to Cutting (2008), politeness can be the choice of language used that can give space to people, show the intimacy with others and make the communication clear. It means that politeness relates to the language used by the speaker. That language

can show the distance among the speakers and make the communication understandably.

One of the studies in politeness is the use of address terms that can create the positive politeness strategy. Address terms can be used by the speaker. The speaker can use address terms in greeting, thanking, apology, ask question, request, etc. If the speaker uses address terms, the distance between speaker and listener can be observed.

This current study is related to the Yuka's study (2009) and Parrott's study (2010). Yuka's study is about the use of terms of address used as the positive politeness strategy in oral communication 1 textbooks. He analyzed the textbooks which are provided by the Japanese Ministry of Education because Japanese is familiar with their negative politeness in their language. Therefore, Yuka wanted to know how many and what kind out address terms used in the English textbooks. He would like to know the address terms because they are one of the politeness strategy that opposites to the Japanese. While, Parrott want to know the vocative and other direct address forms used by Russians.

Based on the explanation above, in communication people need to use some strategies, one of them is positive politeness strategy. In this strategy, vocative has an important role to know how polite the speaker is. Moreover, as the midwifery students, they also have to learn how to use the positive politeness strategy in their communication. It can be realized from the use of the address terms. Therefore, this study aims:

1. To describe what kind of the address terms used by the midwifery students
2. To find out how many address term used in the midwifery students' conversation
3. To describe how the midwifery students apply the address terms in their conversation.

Politeness strategy

In communication, people negotiate meaning with the addressee. When they negotiate the meaning, they need some strategies. One of the strategies is politeness strategy. Based on the words, politeness strategy consists of two words, politeness and strategy. Politeness, according to Leech (1983), stated that politeness focuses on the relationship between two speakers. Moreover, politeness is not only showed to the second speaker (addressee) but also can be showed to the third participant. Yule (1996:

60) added that politeness is a fixed concept or it is an idea of some one that can be in form of 'polite social behavior' or etiquette within a culture. It means that politeness works with the culture of the speaker and audience. In line, Cutting (2008) defined "It is the choices that are made in language use, the linguistics expression that give people space and show a friendly attitude to them, and makes it very clear that more is being communicate than is said".

It means that politeness can show someone attitude when he communicates with others. It happens because he has a choice of the language in communication. Therefore, politeness is one of the ways for speaker to maintain the communication runs well by saving the addressee's face.

Politeness is divided into positive and negative politeness. Those classifications are based on the language used by the speaker. Moreover, this study focuses on the positive politeness by using address term as the strategy in communication. Below, the researcher describes the positive politeness.

Based on the title of this study, in this part, the research presents the theory of politeness strategy, positive politeness, and vocative.

Positive Politeness

Brown and Levinson (1987) are one of the experts in politeness. According to them, positive politeness means that what the speaker says need to be accepted, liked by others (addressee). To reach it, positive politeness leads the requester to appeal to the common goal by using a good language choice. It means that the positive politeness related to the expression used.

By using appropriate expression, the speaker can save the addressee's face by demonstrating the closeness, solidarity, friendship, etc. Therefore, Brown and Levinson (1987) suggested that there are fifteen strategies of positive politeness. They are 1) notice, attends to hearer, 2) exaggerate, 3) intensify interest to the hearer, 4) use in group identity, 5) seek agreement, 6) avoid disagreement, 7) presuppose/raise/assert common ground, 8) joke, 9) assert or presuppose speaker's knowledge of and concern for hearer's want, 10) offer, promise, 11) be optimistic, 12) include both speaker and hearer in the activity, 13) give reason, 14) assume or assert reciprocity, and 15) give gifts to hearer. Those strategies are very important since politeness becomes the important thing in communication.

Address Terms as the Fourth Strategy in Positive Politeness

In conversation, the discourse markers always occur. Discourse markers, according to Biber et al (1997), are the combination between two rules. They are to signal a transition in the evolving progress of conversation and to signal an interactive relationship between speaker, hearer and the message. Moreover, it needs lexical items that are uttered to give indication the conversation runs well. Some of lexical items that can be used are called vocative or address term. Brown and Levinson (1987) stated that vocatives follow the discourse markers and intensify the interlocutor's attentive. Moreover, based on the strategy in positive politeness, the use of address terms belongs to the fourth classification.

Different language has different in the use of address terms. In this study, the researcher focuses on the Indonesian. According to Parrot (2010), truncation is used in Indonesian dialect and it can be seen from the use of the first name as the vocative or the address term. Truncation is one of the way in producing vocative in which can be observed from the form of it. Truncation is used to make short, by calling someone with his/her first name. That is belongs to vocative or address term.

Based on the Leech (1983), one of the roles of the address terms is it can maintain the relationship, especially for the social relationship, between the speaker and the listener (addressee). It means that address term can be used as the positive politeness. It is also supported by Brown and Levinson (1987) that the use of address form is the fourth strategy in positive politeness.

Leech (1983) added that there are three criteria of address terms as the vocative. The first criterion is if the position of address terms is in the beginning of the sentence, the address terms are not counted. Except, there are more than two speakers, the address terms can be counted. The second criterion is the address terms are counted if they are in the middle position. And the last criterion is the address terms are counted if they are in the end position.

Moreover, Leech (1983) classify the address term based on the situation. There are two situations that can make the speakers use address terms. They are address terms with the imposition to the hearer and address terms without the imposition to the hearer. If the address term is used with the imposition to the hearer, it means that the address terms functions as the softener in communication. It can be divided into several

situations, such as question, request, suggestion, chastisement, rejection, and disagreement. Then, if the address term is used without imposition to the hearer, it means that the address term functions as the intensifier. The situation in which the address terms functions as the intensifier can be in greeting, thanking, intimacy, obedience, congratulation, praising and apology

METHOD OF THE STUDY

Considering the objective of this research and the nature of the problem, this research will be designed as a descriptive qualitative research. It belongs to qualitative research because qualitative research is a kind of research in which the method of data collection is non experiment and the type of data is not numerical (Nunan, 1993). In qualitative research, it is a way of knowing by the researcher in gathering, organizing and interpreting the information obtained from humans using his or her eyes and ears as filters. And sometimes it involves indepth interviews and/or observations of human in natural and social setting (Litchman, 2009). It means that in qualitative research, the researcher doesn't only need to describe the data, but he has to interpret the data which can be gotten from interview, observation, etc.   Moreover, the design of this research is pragmatic research.

In this study, the researcher uses the midwifery students who are in the second semester of AKBID NU Kudus. There are 20 students as the subject of this research. It means that there are 10 conversations, but the researcher only uses top three of them. The reason is there are several address term available in those top three conversations.

This part is divided into data collection and data analysis. First, the data is collected from the midwifery students when they have final examination (December 10th, 2014). In their final examination, the students make a couple then have a role play of pregnancy examination. One student is as a midwife and one student is as a client. In this situation, the midwife will check the client's pregnancy examination. In pregnancy examination, the midwife and client will have negation meaning. Moreover, the politeness strategy is needed in this case. Then, the researcher records and transcribes that role play. The transcription is analyzed in term of the address term used. She uses Leech's theory (1983) as the basic of the analysis. After analyzing it, interpretation is needed to answer the objective of this research.

FINDINGS AND DISCUSSION

Based on Leech (1983), there are two situations that a speaker can use address term as the positive politeness strategy. They are intensifier and softener. The intensifier is divided into greeting, thanking, intimacy, obedience, congratulating, praising and apology. Moreover, the softener is divided into question, request, suggestion, chastisement, rejection and disagreement. The percentage of them in this study can be seen in the table below.

Table 1 The distribution of situations

No	Situations		Percentage (%)
1	Intensifier	Greeting	2
2		Thanking	15,6
3		Intimacy	2
4		Obedience	15, 6
5		Congratulation	-
6		Praising	11, 7
7		Apology	11,7
8	Softener	Question	21,5
9		Request	8
10		Suggestion	10
11		Chastisement	6
12		Rejection	-
13		Disagreement	7,8

Based on the table above, it can be seen that the situations of address term is used by the midwifery students are greeting, thanking, intimacy, obedience, praising, question, request, suggestion, chastisement and disagreement.

First is greeting. Based on the table 4.1, the percentage of greeting is 2%. It means that the midwifery students seldom use address term in greeting. They usually greet the client directly without address term. Moreover, the greeting situation of address term is used only in conversation 1. The utterances are:

A : *Good morning, **mom**.*

M1 : *Hi, Morning,*

Based on the utterances above, greeting is asked by the client A. she greets the midwife first by using ***mom*** as the address term. That address term refers to the midwife. By giving address term in greeting, automatically the hearer will be more respect with the speaker. It can be seen that in the first conversation, the conversation run well. They seem closer, so the client will enjoy in checking pregnancy time.

Second is thanking. In this study, the percentage of thanking is 15,6%. It means that there are eight utterances use the address term. Those address term is used in all top three conversations. The example of thanking situation that use address term is

M2　:　*2kg. so far so good. It means that your baby grows.*

B　　:　*Thanks **mom**. I think I am fatter also. And it makes me tired if I have to do many activities.*

Based on the utterances above, the use of address term ***mom*** refers to the midwife. The client uses address term in thanking situation because the midwife gives a lot of information about the fetus condition. It happens because the midwife examines the condition of the clients' baby. And that is the midwife job. In that time, she has to explain more about pregnancy.

Third is intimacy. In conversation, intimacy is important to maintain the relationship among the speakers, especially in medical field. The percentage of intimacy in this analysis is 2%. The address term used in intimacy situation is found in the first conversation. It happens because the status of them is between midwife and client. The example of address term in the intimacy situation can be seen below.

M1　:　*Your husband's name, please*

A　　:　*Anton **mom***

The fourth situation is obedience. The percentage of obedience in this study is 15,6%. However it is not the highest percentage, the midwifery students use obedience situation in their role play. The example of obedience situation is

M1　:　*Oh.. you don't make the note, right?*

A　　:　*Yes, I never make a note about my period **mom***

Based on the example above, the address term is asked by the client. She gives respond from the midwife's question. This address term shows how politeness strategy

used by the client. It also can influence the midwife to be not mad because the client doesn't make a not with her own period. That is why address term can be classified as the strategy in positive politeness.

The fifth situation is congratulation. Based on the analysis, the percentage of address term used in congratulation situation is 0%. It means that the address term is not used by both midwife and client. It happens because what they do is doing role play in checking pregnancy.

The sixth situation is praising. Based on the analysis, the praising situation is used in all of the conversations. It happens because it can give good contribution in ending the conversation. The percentage of the address term in praising is 11,7%.

The seventh situation is apology. Based in the analysis, the percentage of address term in apology is 11,7%. The address term in the apology situation is asked by the client. It happens because the clients do several mistake or activity that is forbidden for the pregnant woman. The example of address term in apology situation can be seen below:

> B : I feel nausea. And I cant eat vegetables. If I eat vegetables, I will be vomit.
>
> M2 : Vomit for pregnant woman is normal mom. It doesn't meter,. You still need vegetables because of your baby
>
> B : Sorry **mom**. I will try it. Mom, when I can have USG test? I would like to know my baby's sex.

Based on the example above, the address term in apologizing situation is very useful for the speaker client. It happens because by using this address term, the midwife can be more respect to the client. And of course it will save the midwife's face. That is why address term is one of the positive strategies in politeness.

The eighth situation is question. Question has the highest percentage because by using address term in question, the question will be softer. The highest percentage of address term in question is 21,5%. The example of address term in the question situation can be seen below:

> M1 : Hi, Morning,
>
> Oh.. what can I do for you **mom**?

Please, sit down.

A   : I would like to check my pregnancy.

Actually, address term is used by both midwife and client. The midwife asked by using address term to save the client's face. So the client will be relax and like with the midwife service. Moreover, the client uses address term is to save the midwife's face. It happens because as the client, she would like to know more about pregnancy.

The ninth situation is request. Based on the analysis, the percentage of the address term used in the request situation is 8%. The address term used in request is only used in conversation 1 and 2. The example of address term in request can be seen below.

*M1   : Yes, please. And excuse me, please roll your right sleeve up, **mom**.*

A   : Yes

Based on the analysis, the address term used in the request situation is used by the midwife. It happens because midwifes want the clients to do something that relates to the way of pregnancy checking. Because the midwife wants of requests the clients do something, address term can make the client will do everything that the midwife wants without mad expression. In other words, the politeness strategy runs in request strategy.

The tenth situation is suggestion. In this study, al the top three conversation use address term in suggestion situation. It can be seen from the percentage of the address term of the suggestion used. The percentage is 10%. The example of address term in suggestion situation can be seen below.

*M1   : Actually, you should make a note, it is better for you **mom**. So you can know your period exactly. And it is very important to check your pregnancy*

Based on the example above, the address term ***mom*** is used to refer to the client. It means that most of the address term for suggestion is produced by the midwife. It is related to the task and responsibility of a midwife. She has to give information for the client how to be a good pregnant woman. Therefore, using address term in giving suggestion is very important in order to save the client's face.

The eleventh is chastisement. The percentage of the address term in chastisement is 6%. The address term used in the chastisement is produced by the client. It can be seen from the example below.

> M2 : It's ok. Having activity, like working actually is good for you and your baby. But.. you have to remember that you should decrease your activities. Please don't be over tired. You are pregnant.
>
> B : So so sorry **mom**.. this week I'm very busy because of final examination.

Based on the example above, the address term in chastisement is produced by the client. It means that the politeness strategy works. The client use address term in chastisement to save the midwife's face. She use address term because she do mistakes.

The next situation is rejection. Based on the analysis, address term in rejection doesn't work. In other words, the midwife and the client don't use address term. It can be seen from the percentage of address term in rejection is 0%.

The last situation is disagreement. The percentage of address term in disagreement is 4%. However it has small number, address term in disagreement works. The example of address term in disagreement situation can be seen below:

> M2 : No, I think you shouldn't starch it, just rub it. If you starch it, it can leave the scar to your skin
>
> B : But it is very itchy **mom**
>
> M2 : Yes, I know. It doesn't matter. Now, you can choose, scar or not.

Based on the example above, the address term is produced by the client. The client uses address term because she has different argument with the midwife. In other words, based on the example above, the address term is used by the client because she denies to the midwife's argument. To save the midwife's face, the client use address term as the positive politeness strategy.

It can be concluded that address term is used by both of midwife and client. The midwife use address term when she gives argument that relates to her task and responsibility as a midwife.

CONCLUSION

Address term is one of important thing in communication, especially in checking pregnancy. In this study, the subject of the research is the midwifery students who are dong role play in checking pregnancy. They should do her task and responsibility in term of giving advice, suggestion, request, etc. To make the communication runs well, midwife and client use address term as the positive politeness strategy. It can help them to save the midwife/ client's face.

There are thirteen situations in which the address term can be used by the midwife and client. Moreover, eleven out of thirteen situations use address term. The eleven situations are greeting, thanking, intimacy, obedient, appraising, apology, question, request, suggest, chastisement, and disagreement. The percentage of the address terms in several situations are greeting 2%, thanking 15,6 %, intimacy 2%, congratulation 0%, praising 11,7 %, apology 11,7%, question 11,7%, request 8%, suggestion 10%, chastisement 6%, rejection 0%, and disagreement 7,8%. From those situations, the address term for situations in which mostly used by the client is in thanking, intimacy, obedience, apology and disagreement. It means that the client would like to express the intimacy. Moreover, the address terms for situations in which are mostly used by the midwife is question, request, and suggestion. It happens because it relates to her task and responsibility. She has to check the pregnancy deeply and gives information to the pregnant woman. In giving explanation and negotiating the meaning, the midwife uses several positive politeness strategies to make it softener.

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