



Measuring the Use of Politeness in Language on the Demonstration Poster International Women's Day 2020 (Pragmatic Studies)

Aziz Fauzi; Andayani; Muhammad Rohmadi

Program Study of Indonesian Language Education, Faculty of Teacher Training and Education, Sebelas Maret
University, Indonesia

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Abstract

This study aims to measure the use of politeness in communication when the International Women's Day 2020 demonstration is held. The researchers used a descriptive qualitative method with a content/document analysis strategy. This strategy is used to facilitate researchers in knowing the character and types of research data to be analysed. Data collection techniques used document techniques. This technique is used by researchers to take documents in the form of pictures (posters). The results showed that the use of the maxims of politeness as many as 35 data, and the violations of the maxims of politeness as many as 10 data. These results can be seen from the speech on the posters used by the demonstrators. The majority of speech act used in the IWD 2020 demonstration posters are included in the use of the maxims of politeness.

Keywords: *Pragmatics; Maxim of Politeness; Violation of the Maxim of Politeness; Demonstration Poster; International Women's Day 2020*

Introduction

The New Order era was a dark period for the Indonesian people. This is because there are many problems experienced by our nation, from the economic crisis to the unhealthy democratic system. Most people feel how sensitive the government is to input and criticism expressed by the public. This problem makes many activists nervous and afraid to convey their aspirations to the government. After the end of the New Order era, the Indonesian people had the right to have a more open and free opinion. This is related to Law Number 9 of 1998 concerning freedom of opinion in public which was passed by President B. J. Habibie on October 26th, 1998. This law provides legal protection for people who express their opinions openly. Activities such as the press and demonstrations carried out by the Indonesian people seem to have clear legal protection for those who do so.

In this era of reform, demonstration activities are an activity that is no longer taboo for the people of Indonesia, although this activity is allowed to express opinions in public, it would be nice if we are polite and pay attention to prevailing social norms. According to Andayani, Rohmadi & Sumarlam (2020), politeness is a language behaviour that is carried out by a person properly and in accordance with

applicable norms. The existence of these norms indicates someone's politeness in conveying messages or ideas. Language is used as a social and cultural instrument that allows us to act in a way that is in accordance with social and cultural norms (Efendi et al., 2020). Addressing issues verbally or non-verbally should be done in a polite manner to maintain a good communication relationship.

Not a few demonstration activities often use words that are not good, so that it can hurt the heart of the person being targeted. If the speech is not polite, the language heard will be inappropriate (Alfia et al., 2014). Demonstrators seem not to pay attention to the extent to which they have to use their language properly, even though we as humans must be able to behave in accordance with applicable norms. This is supported by the statement of Carolus et al., (2019) that humans sometimes ignore politeness, so that it can have an impact on disrespect for their interlocutors. Whereas regarding the use of politeness, humans can measure their own way of communication, whether it is appropriate or not to be conveyed. The theory of politeness is related to linguistic theory and linguistic behaviour which can be used by humans to carry out their social life (Al-Hindawi & Alkhazaali, 2016).

The Digital Civility Index (DCI) survey 2020 conducted by Microsoft, determined that Indonesia was a disrespectful country. Indonesia enters 29th place out of 32 countries, ahead of Mexico, Russia, and South Africa on online politeness. According to Voi.id (26/02/2021) there are three risks described by Microsoft in its assessment, namely hoaxes and scams, hate speech, and discrimination. From the DCI 2020 report, Microsoft found that the level of politeness of Indonesian netizens has worsened from the previous year, which fell down from 8 points to a score of 76. This is because Indonesia is considered impolite due to the rampant activity of Indonesian netizens who are exposed to negative things on the Internet. It could be said, negative content is the daily food of Indonesian netizens in cyberspace, including social media.

Maros & Rosli (2017) explain that society must take politeness issues seriously to maintain a harmonious relationship. The form of politeness in communicating is not a limitation for humans in expressing their ideas. This only provides an invitation to the demonstrators to be able to respect the speech partners without compromising the essence of addressing existing issues. The author focuses his research on demonstration activities carried out by women at the International Women's Day demonstration activities in 2020. Kaul (2012) explains that variations and language styles can also be associated with the gender of the communicator. This problem is what makes researchers interested in observing the use of language carried out by women during demonstrations.

One of the issues that have been developing recently is the issue of gender equality. According to Pamungkas et al., (2020) that the problem of gender equality experienced by men and women is a very complex problem. The goal of gender equality is to provide equal opportunities for men and women to openly demonstrate their abilities in their professions. Gender equality also hopes that discrimination that occurs between women and men is eliminated to get the same rights. Shallaita et al., (2021) explained that gender equality is a good educational practice and can contribute to a more inclusive and cohesive society in the long term. One of the great moments for women to convey their complaints is on the International Women's Day celebration. Many women around the world, especially in Indonesia, use this day as a medium for women's struggles. On March 8, International Women's Day was celebrated all over the world including Indonesia.

Currently, the development of technology is increasingly rapid, human creativity will be more skilled and unique. A large number of posters and banners used in the demonstration have good aesthetic value. A language researcher must not see it that way. We must use this problem as a means of developing linguistics, especially in pragmatics. An example is a sentence conveyed in the media poster by the demonstrators of IWD 2020. The language or sentences used in demonstration activities are sometimes inappropriate to show in general, because they contain sentences that are too frontal, so they

have the potential to violate social norms. This is because factors such as hierarchy and social structure, values and norms, beliefs, age, and speaker-listener relationships can often influence word choice in communicative practice (Efendi et al., 2020).

Regarding the act of politeness in language, it needs attention and example. The practice of politeness in the language is currently experiencing degradation. Quite a lot of language impoliteness practices occur. This incident must be given careful attention so that we can provide examples of the use of polite language in public spaces in an open manner. To solve this problem, researchers used a pragmatic science approach with a focus on language politeness. According to Yule (2014), there are many benefits that we can feel in studying pragmatics, especially learning language through the meaning of what is discussed when the speech situation takes place. Because pragmatics will see things from different points of view, it is assisted by involving the context of the existing speech situation, so that it can look for the meaning of the speech. Meaning is interpreted by subjective thinking so that a speaker's intention to the interlocutor will usually tend to be different if the interlocutor fails to interpret the meaning of the speech (Horn & Ward, 2006).

Sentences on the posters for the International Women's Day 2020 demonstration will be analysed using the politeness theory. This was done to determine the extent to which the sentence on the poster was classified into a polite sentence or not. Leech (2015) suggests that a polite activity can be described as an attempt to minimize impoliteness when the communication process takes place. modesty can be simply defined as a coded communicative norm framework that embodies social conventionality, and impoliteness as transgressional behaviour. In this case, society must take the issue of politeness seriously to maintain a harmonious relationship (Baider et al., 2020; Maros, M. & Rosli, 2017).

Referring to the explanation above, as for previous research that has been conducted by previous researchers. With these studies, the authors find it helpful to develop pragmatic studies. The research that had been conducted by Kurniasih et al., (2019) reveals a practice of modesty by humans via the internet. The research is entitled *Politeness Strategy to Prevent and Resolve Cyber-Conflicts Among Indonesian Internet Users: A Cyberpragmatics*. This study explains the polemic that occurs in Indonesia's cyber world. The problem that triggers the problem is the use of language that is carried out on the internet network. In general, this article shows that politeness violations can cause problems between internet users, and politeness is considered a good solution in overcoming internet-based communication problems.

Furthermore, the research that had been conducted by Mustika et al., (2019) with the title *Verbal Violence Performed By Supporters Group Of gubernatorial Candidates In The Political Discourses Of Jakarta Election* discusses politeness and violations of language politeness which are carried out verbally. The study aims to describe the verbal violence perpetrated by support groups for governor candidates in DKI Jakarta in Pilkada 2017 discourse on social media accounts and its implications for language politeness. The results of this study were dominated by the use of sarcasm (figure of speech), combined with expressive speech. In this study, violations of language politeness were dominated by verbal violence. This verbal abuse has the potential to threaten the face of the recipient. Therefore, based on the data of this study, the politeness level of this selected group falls into the category of 'impolite' (disrespectful).

Rahayu et al., (2016) initiated a study published in the journal *Procedia - Social and Behavioral Sciences* with the title *Land use development and its impact on the airport access road*. The research takes the starting point of the importance of using politeness appropriately in foreign language teaching to educate students to be able to maintain effective interactions with native speakers. To carry out learning activities properly, communicative courtesy is required in teaching SFL. The study emphasizes that the

use of politeness must be taught through formal institutions so that students can have good morals and character in communicating.

The research that had been conducted by Theunissen (2019) entitled *Extending public relationship-building through the theory of politeness* was published in the journal *Public Relations Review* in 2019. This research resulted in a finding regarding the importance of maintaining good relationships using language politeness practices. This study aims to broaden our understanding of public relations work by examining the theory of politeness and its application to public relations. This study explains that public relations work practitioners who are overly self-confident form arrogant, even impudent, behaviours. Effective practitioners should be able to use a more polite approach for developing and maintaining community relationships.

The previous research above shows that the use of politeness is very effective to maintain good relationships. The use of politeness in the language used in various life activities makes speakers and speech partners feel respected by each other so that speakers and speech partners can feel comfortable when the communication takes place. The purpose of this study was to measure the extent to which the utterances on the action device in the form of posters used by the International Women's Day 2020 demonstrations in Jakarta were considered polite or violated politeness. That way researchers can find out the application of politeness and violations of the politeness of the language used by the demonstrators.

Literature Review

The Notion of Pragmatics

According to Grundy (1995) pragmatics is a science that explains how speakers and speech partners produce and understand the use of language carried out by humans in various activities. In addition, according to O'Keefe, Clancy, & Adolphs (2011) pragmatics can be defined as the study of the relationship between context and meaning. Both of these are characteristics of authentic language used to solve problems regarding linguistics in pragmatic learning.

Paying attention to the context when communication activities take place is a characteristic of pragmatics to get the meaning of speech. Studies that do not involve context in solving communication problems are not included in pragmatic studies. In this regard, Mustika et al., (2019) state that pragmatics is the science that sees language in terms of form, meaning, and purpose by relating it to the activities of the speakers. The variety of ways of communicating ultimately leads to variations in the language used by language users. This problem forces speakers and speech partners to see all aspects that can help to understand the message that has been conveyed. In the activity of the 2020 International Women's Day demonstration, we must understand the intentions conveyed by the protesters. This becomes something important because the demonstration activity will convey all the problems that they demand to be resolved to the speech partner (government). Pragmatics is one of the sciences that is suitable for dissecting the intentions conveyed by the IWD 2020 demonstrators so that we can understand the full meaning and intent of the demands of the speech conveyed through the action device (poster).

Speech Act Activities

The activities of speech acts are actions contained in pragmatic studies. Speech acts are the way humans use language to convey messages to speech partners. In addition, speech acts can also provide effective feedback when communication activities take place (Domaneschi et al., 2017; Pourmousavi, Z. & Zohre, 2020). Participants of the IWD 2020 demonstration use speech to convey the message they

convey to the speech partners. The message is in the form of issues regarding women's issues that were carried out during the International Women's Day 2020 demonstration in Jakarta.

Speech acts or actions that are carried out in pronunciation are generally a function of the meaning of the sentence which means a sentence in all cases or events (Searle, 1976). In oral or written communication, context is very influential as an interpreter of speech uttered by someone. Fitriana (2019) defines that language as a very interesting activity because to get an appropriate meaning we must understand the situation of speech at the time the incident took place. The uniqueness used by speakers when conveying messages is very diverse. It can be said to be interesting because the speech is varied. This problem forces us to use contexts as an important medium to find the meaning of the various speech styles used. That way the speech partner will find it easier to get the full meaning of the speech.

Politeness in Language

A politeness is needed in the communication activities that are being carried out by humans. Politeness can be simply defined as a coded communicative norm framework that embodies social conventionality, and impoliteness as transgressional behaviour (offense). In this case, society must take the issue of politeness seriously to maintain a harmonious relationship (Baider et al., 2020; Maros, M. & Rosli, 2017). Not only human behaviour can be done politely, but in speech activities, we also have to behave politely. Thus, politeness can be a good yardstick in carrying out various activities.

Leech (2015) suggests that a polite activity can be described as an attempt to minimize impoliteness when the communication process takes place. We must interpret this effort positively so that we can measure the extent to which we must behave when the conversation takes place. Leech (2015) explains the principle of politeness which is divided into six types of maxims, namely; (a) maxim of humility (Modesty Maxim); (b) the maximum agreement (Agreement Maxim); (c) sympathy maxims (Sympathy Maxim); (d) maxim of wisdom (Tact Maxim); (e) maxim of generosity (Generosity Maxim); and (f) Approbation Maxim.

In the politeness theory of language, not all communications can be categorized as polite. Leech's opinion above can be used as a benchmark for us to measure the politeness scale used by humans. If the maxim of politeness is not carried out, then we will most likely commit a violation of politeness. Many impolite practices are caused by speakers and speech partners. We must evaluate this and investigate what caused the violation to occur. Yaqin & Shanmuganathan (2018) say that this perspective allows politeness to be an evaluation that can vary between individuals, even when they come from the same social group. We cannot confirm the closeness between speakers and speech partners that they speak politely. In fact, many practices of impoliteness arise from this closeness.

Politeness behaviour can also function as normal control, as some actions that can destroy relationships often occur. In building or restoring the moral order, this action must remain evaluative (Kadar, 2017). Don't let the practice of disrespect occur in all situations. The use of impoliteness if we allow it will spread and become a habit that will continue to be used by humans. Therefore, we must pay attention and practice politeness as a behaviour to respect each other.

Research Methods

The researchers used qualitative methods. According to Cropley (2019) qualitative research aims to gain insight into the construction of reality that occurs to be interpreted. In gaining insight, the researcher must deepen the research findings (data). The more data and evidence that is in line with the research, the easier it will be for researchers to interpret the data in depth. The strategy in this study is content analysis strategy. This strategy is used to make it easier for researchers to find out the characters

and types of data to be analysed. Fraenkel & Wallen (2012) say that content analysis is a technique that can be used by researchers to study human behaviour indirectly, through analysis of communications or documents contained in posters, newspapers, textbooks, and so on.

In addition, this research data is in the form of utterances on the IWD 2020 demonstration posters which are included in politeness and violations of language politeness and the source of this research data is a document. Yin (2011) explains that data is the smallest entity or element recorded that results from experiences, observations, experiments, or other similar situations. Data collection techniques using document techniques. This technique is used by researchers to take documents in the form of pictures (posters). The model of Miles and Huberman was used by researchers to analyse research data. Miles, Huberman, & Saldana (2014) say that the qualitative data analysis process must be carried out interactively and continuously until it is complete. Activities in data analysis include data reduction, data display, and drawing conclusion /verification. The three stages are used periodically with regular steps to produce conclusions in the study.

Results and Discussion

The results in this study indicate that the use of the maxims of politeness in the language used by the International Women's Day 2020 action is classified as the use of polite maxims. The use of this language or speech can be seen through the posters they use in demonstration activities. The researcher managed to collect as many as 45 data. Then, the researchers grouped the data according to the maxims of politeness theory by Leech (Leech, 2015). The data that violates Leech's politeness maxims theory will be classified into violations of the politeness maxims of language. The data belonging to the politeness maxims were 35 data, while 10 data were classified as violations of the politeness maxims.

Leech (2015) divides the principles of politeness into six maxims, such as maxim of humility, maxim of agreement, maxim of sympathy, maxim of wisdom, maxim of generosity, maxim of Approbation. In this discussion, the researcher will explain examples of data regarding the maxims of politeness and violations of the maxims of politeness of language contained in speeches in the International Women's Day 2020 poster.

A. Politeness Maxim in the IWD 2020 Poster

The use of politeness by the International Women's Day 2020 demonstrations uncovered various principles of politeness. This shows that the demonstration still adheres to the prevailing ethics and norms. The demonstrations understand that we as human beings must remain polite in our behaviour. Delivering all forms of problems politely is a good practice to keep our interlocutors from respecting and appreciating each other. The maxim of politeness in the poster for the demonstration of IWD 2020 contains 35 data. The maxim of politeness appears in various forms, such as the humility maxim as many as 7 data, agreement maxim 4 data, sympathy maxim 12 data, generosity maxim 10 data, and Approbation maxim 2 data. In the section below the researcher will present an analysis of the politeness maxim.

1. The Use of Humility Maxim on the IWD 2020 Poster

The humility maxim is a speaker's behaviour that shows the speaker's arrogance of the speech partner. In this case, speakers' value and respect speech partners so that what speakers do when communicating can produce language politeness. The following is an example of the using of humility maxim in the IWD 2020 demonstration poster.

Data (1)

Semoga anak gua gak perlu demo lagi !

Data (1)

Hopefully, my children don't need any more for demonstrations!

Analysis: The utterances written in data (1) above belong to the humility maxims. When viewed from the context, this event occurred during the day when the demonstration was running. The poster was held by a woman amidst the crowd during the action. Judging from the speech contained in the poster, she hopes that in the future there will be no more problems regarding women appearing so that their children will not take care of these kinds of problems in the future. Let what her mother does now become a struggle that must be done, as long as these problems can find solutions and find a bright spot. The sentence on the poster is included in humility maxims because the speakers expressed the incident politely. Even though at that time, speakers experience various problems, but the speech conveyed still uses polite language, so that it does not have the potential to hurt the hearts of the partners.

2. The Use of Agreement Maxim on the IWD 2020 Poster

The agreement maxim is the maxim used by the speaker to agree on the message conveyed by his speech partner. Speakers use this maxim to maintain the feelings of the speech partners so that speakers can fulfil what is expected by their speech partners. The analysis of examples of the using of agreement maxims will be explained by the researcher below.

Data (2)

Laki-laki lawan budaya patriarki #IWD2020

Data (2)

Men against patriarchal culture # IWD2020

Analysis: The utterances contained in the poster in data (2) above is a discussion that is no longer taboo to be discussed by the majority of women. Patriarchy is a social system that places men in control of power intending to dominate that role. This patriarchal culture has the potential to weaken women because women's access to fill workspaces will be closed by men. These problems also usually occur in family matters, sometimes husbands rely more on their wives to take care of domestic problems, even though these problems can be handled by husbands and wives. Men and women were created to complement each other, not to dominate or discriminate against each other. The utterances in data (2) belongs to the agreement maxims. This can happen because a male demonstrator provides support for women to fight against the patriarchal culture with the aim of gender equality that continues without marginalization.

3. The Use of Sympathy Maxim on the IWD 2020 Poster

In the IWD 2020 demonstration activity, the sympathy maxim was used by the demonstrators to describe their sympathy for the problems experienced by women. Maxim of sympathy is an effort made by speakers to pay attention to their speech partners. This effort was made by speakers to give love to the speech partners. Below, the researcher provides an example of the sympathy maxims analysis used by the action participants in IWD 2020.

Data (3)*STOP !!!**Kekerasan berbasis gender.***Data (3)***STOP !!!**Gender-based violence.*

Analysis: The utterances in data (3) is included in sympathy maxim. This utterance is classified as a sympathy maxim because the participants in the action explain their sympathy towards their comrades in arms. Gender violence that is experienced by many women eventually moves other women to pay attention to this condition, so that this situation can generate a sense of solidarity for women to stop gender-based violence. Forms of violence that are often experienced by women are in the form of physical violence, emotional or psychological violence, and sexual violence. This is an issue that we must pay attention to so that violence against women does not occur again so that it weakens women's self-esteem.

4. The Use of Generosity Maxim on the IWD 2020 Poster

The generosity maxim is part of the maxim of politeness. The generosity maxim has the intention of keeping as much disagreement between oneself and others as possible, and of making as much agreement between oneself and others as possible. The researcher will explain the analysis of the generosity maxim in this section below.

Data (4)*Dari IWD 2017-2020 masa RUU PKS gak kelar-kelar?**Masya Allah !!!***Data (4)***From IWD 2017-2020, is the PKS Bill not over?**Masya Allah !!!*

Analysis: The utterances contained in data (4) describes the process of ratifying the PKS Bill which has not been completed until now. This bill is highly anticipated by women because it accommodates many issues concerning women. The purpose of the drafting of the PKS Bill is to provide legal protection for victims of sexual violence. So far, cases of sexual violence have been difficult to resolve using a regular law. The sentences from IWD 2017-2020, is the PKS Bill not over? *MasyaAllah!!!* Provides an overview of women's issues that have long been raised since 2017-2020. Three years have been passed, this bill has stalled and has never been passed. In these conditions, speakers still ask for the clarity of the PKS Bill, without scolding and using harsh words. This can happen because the speaker shows his generosity to the speech partner so that the speaker is still in a polite state when conveying the message.

B. Violation of Politeness Maxim on the IWD 2020 Poster

This politeness violation is measured by the theory of politeness maxims proposed by Leech (2015). If the theory described by Leech is violated, automatically the data or speech is classified as a language violation. In this study, there are 10 data violations of the politeness maxim. Then the researchers classify according to the form of research data, the maxims of humility have 2 data, the maxim of sympathy are 5 data, the maxim of wisdom are 2 data, and the maxim of generosity is 1 data. In this case, the researcher describes several examples of the use of violations of politeness maxim.

1. Violation of Humility Maxim on the IWD 2020 Poster

Violation of humility maxims occurs because speakers violate the politeness scale of the humility maxims. Speakers cannot describe well the condition of their psychology so that speaker's express speech that is not good for the interlocutor to accept. Look at the example of analysis on the data (6).

Data (6)

Bajing, mengapa RUU PKS lunga. Jancok !

Data (6)

Bastard, why is the PKS bill has gone. *Jancok!*

Analysis: Speakers in data (6) explain the unresolved issue of the PKS Bill. In addition, in 2020, the PKS Bill was issued from the National Legislative Program (Prolegnas). Of course, this hurts the hearts of women, because this incident seems to bury the hopes of women who are waiting for the ratification of the PKS Bill. In the PKS Bill, many women's problems are discussed so that women feel protected if this bill is passed. On the protest, the speaker conveyed his statement without paying attention to the prevailing ethics, the words *Bastard* and *Jancok* have harsh meanings. *Bastard* means squirrel animal, while *Jancok* means damn, bitch or bastard. Of course, the utterances in the poster are classified as violations of the humility maxims. In these utterances, the speaker uses language that is not polite to explain his disrespect.

2. Violation of Sympathy Maxim on the IWD 2020 Poster

The sympathy maxim aims to criticize the other person as little as possible. In this case, speakers must distance their antipathy towards speech partners. If this is not considered, then the speech will run at will and will not pay attention to the maxims of sympathy. Below is an example of the use of violation of sympathy maxims.

Data (7)

*Hey pria-pria, brengsek lu. Fuck you.
Stop nyakitin perempuan.*

Data (7)

Hey guys, you bastard. Fuck you.
Stop hurting women.

Analysis: The utterances in data (7) describes a woman who feels hurt by a man. She hopes that men will not hurt women anymore. The word *Stop* indicates that women do not want to be hurt anymore and hope that men will stop doing this. The meaning of the word hurt in the utterance is to harass women, discriminate against women, and play with women's hearts. Although the intent of the utterances in data (7) can be understood, the utterance is a violation of the sympathy maxims. The violation occurred because the speakers used the words *Fuck You* and *Fuck You*. From there, the speaker looks antipathy to the opponent because he cannot protect his partner's heart. Of course, the words *Bastard* and *Fuck You* are classified as harsh words, so they have the potential to hurt of their partners hearth.

3. Violation of Wisdom Maxim on the IWD 2020 Poster

Violation of the wisdom maxims can occur because speakers are not wise in language so that the resulting speech does not wear to be read or heard. A speaker must be wise in communicating, the goal is to be able to maintain good communication with the other person. The following is an example of the use of violations of wisdom maxims.

Data (8)

Masa DPR ngurusin selangkangan.

Data (8)

The DPR will take care of the groins.

Analysis: In data (8) describes of the behaviour of the House of Representatives (DPR) which is according to demonstrators, is unsettling for citizens. This is because the DPR will pass the Draft Criminal Code (RKUHP), one of which regulates the sexual relations of its citizens. This article shows that the state interferes too far in matters of a private nature. They assumed that the bed business was not a state affair. The term bed in question is a place to have sex. If the RKUHP is passed there will be a potential for vigilante practice and the fear of causing slander in the community regarding the limits of adultery. In data (8) above explains that demonstrators complain that if the DPR has to take care of private matters of a private nature, there are many other regulations that the DPR should be able to think about, rather than issues like this. The utterances in data (8) are a violation of the maxim of wisdom. Crotch remarks on data (8) are considered too frontal, thus assuming that the DPR looks disgusting. This certainly violates the maxims of wisdom because speakers are unable to use more refined language in explaining the issues.

Conclusion

The use of posters in demonstrations is a tool that is often used. With this, the demonstrators can express various problems regarding the action. At the International Women's Day 2020 action in Jakarta, speakers used poster media to gather various issues regarding women, because International Women's Day is a day that is considered historic for women in the world. So, do not be surprised if women do many activities to welcome the celebration of International Women's Day.

Demonstration activity is an activity protected by law. This is permissible because expressing opinions in public is a right for all Indonesians. Even though, these activities are protected by law, we as humans must be able to pay attention to the ethics and norms that apply in social life. The use of speech delivered by the action period at the IWD 2020 poster is one of the important aspects for us to pay attention to. With the utterances or speech act forth on the poster, we can see the demonstrators' use of language. Researchers believe that the use of politeness maxims in communication is able to maintain good relations between speakers and speech partners. The results of this study indicate that the posters used by demonstrators, in general, have used the politeness maxims. The violation of the politeness maxims occurred because the speakers (demonstrators) were upset with the problems that they were experiencing, so they issued frontal sentences or utterances on posters of the IWD 2020 demonstration.

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