



## Language Politeness Spoken by Anies Baswedan

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### **Abstract**

This study seeks to elucidate the linguistic disarray within the ancestry of Anies Baswedan. The research employed a descriptive method with a qualitative approach. Data collection utilizing slide methodologies and recording methodologies. The data analysis procedures employed include: 1) categorizing the data according to the classification of each speech manner; 2) examining the findings based on the classifications of each speech manner; and 3) drawing conclusions based on the classification of each speech manner. The research data is derived from Anies Baswedan's study, which encompasses Geoffrey Leech's discourse style characterized by a state of heightened enthusiasm. The study yielded a total of 74 studies on different aspects of speech, including 26 on wisdom, 10 on charity, 26 on praise, 12 on humility, and 3 on agreement. The investigation did not identify any instances of sympathy in the manner being discussed. Anies Baswedan frequently employs a demeanor characterized by sagacity and commendation. It is evident that Anies Baswedan's manner of speaking prioritizes the benefits of others while downplaying his benefits, and also demonstrates a high level of respect for others. Anies Baswedan applies the notion of chastity on popular social media platforms. YouTube employs knowledge and commendation to serve as a model for other users of social media platforms.

**Keywords:** *Pragmatic; Language Politeness; Leech Speech Politeness Manner; Anies Baswedan; YouTube*

### **Introduction**

Linguistic bullshit is related to politeness, respect, good attitude, or proper behavior. Language bullying is the way a person speaks and acts towards a language mate, keeping in mind the values contained in society.<sup>1</sup> Mislikhah states that discouragement in language is expressed in the method of communication through verbal signs or linguistic methods. When communicating, we have to adjust to cultural norms, not just convey the ideas we think.<sup>2</sup>

<sup>1</sup> Siswanto & Ermanto, "Analisis Kesantunan Berbahasa Tokoh Politik Nasional Prabowo Subianto Pada Pidato Kebangsaan Indonesia Menang", *Majalah Ilmiah Bahasa dan Sastra*, Vol 16, No. 2, Edition December 2019 p. 81-83. <https://garuda.kemdikbud.go.id/documents/detail/1644771>

<sup>2</sup> Mislikhah, S. "Kesantunan Berbahasa". *Ar-Raniry: International Journal of Islamic Studies*, Vol. 1, No. 2, December 2014, p. 288. <https://jurnal.ar-raniry.ac.id/index.php/jar/article/view/7384/4363>

Confusion is not only expressed in the content of the conversation but also in the way participants control and shape the conversation. In conversation, certain behaviors have disrespectful connotations, such as speaking at the wrong time or silencing at the right time. So, when you say something, sometimes it's necessary to refer to the behavior done by others so that you can beg, ask for feedback, ask permission to speak, apologize for words, etc.<sup>3</sup> Chaer states that to be able to speak the Indonesian language properly and to behave under the ethics of the language, it must be fulfilled the requirement that the language of Indonesia has been well mastered.<sup>4</sup>

Speech politeness is, of course, essential in social media interactions. Shaking can be seen in one's behavior, both physically and verbally on social media. Speaking the language becomes a very important consideration when interacting on social media, like YouTube. According to Arofah, YouTube users can watch content, give likes or dislikes, leave comments, and see how many times uploaded videos have been viewed.<sup>5</sup> The power and influence of YouTube as a new media has infiltrated entire political, social, and economic entities. YouTube is an online video-sharing platform founded in February 2005 by three former PayPal employees, Chad Hurley, Steve Chen, and Jawed Karim. At the time, their goal was to make it easier for people to upload, watch, and share videos easily and quickly over the Internet. This platform has transformed the way people consume video, becoming a source of entertainment, education, and politics that is vital to millions around the world.

The use of proper language on social media will be crucial as it will usually be an example to other social media users. As a public figure, of course, you have to use decent language. Language chaos should be a tradition for any public figure. It can be said, they are models for this generation of people. To avoid three generations that are arrogant, rude, away from ethical, religious, and uncharacteristic values. This is the kind of language that will make a generation of nations better at communicating with their opponents. If public figures use proper language, peaceful and comfortable social conditions are created.

Almost every public figure around the world uses social media. One of them is Anies Baswedan. Anies Baswedan was born in Kuningan, West Java, on May 7, 1969. Anies Baswedan served as Minister of Education and Culture in 2014 and Governor of DKI Jakarta for the period 2017-2022. Completed as governor, on October 3, 2022, the Nasdem Party officially appointed Anies Baswedan as the president's candidate for the Presidential election of 2024. Anies Baswedan is a public figure who is frequently present on social media YouTube. A lot of the negative comments were received by Anies but responded with a great deal of gentleness.

According to Leech, the principle of agitation can be described as six-manner speeches. First, the manner speech of intelligence (tact manner speech) is that each participant must minimize the losses of others, or manner speechize the benefits for others. Manner speech intelligence has the criteria of judgment, that is, centers on others, uses questioning and declarative sentences for orders, offers something to benefit others, gives information that does not harm others, and reduces expressions that imply things that do harm others.

Second, the manner speech of generosity is the manner of speech that manner speechizes self-sacrifice and minimizes self-benefit. The manner of speech of wisdom has a criterion of judgment, that is, to be self-centered, to imply self-loss, to offer to others as if someone who offers no loss, to give help something that is self-action, to help by giving advice.

Third, the manner of speech of praise is the manner of speech that manner speechizes praise to others and minimizes reproach to others. Manner speech wisdom has a criterion of judgment, which is to

<sup>3</sup> Leech, Geoffrey N, *Prinsip-Prinsip Pragmatik* (translated by M.D.D. Oka and Setyadi Setyapranata), Publisher Universitas Indonesia, Jakarta, 2015. p. 219.

<sup>4</sup> Chaer, Abdul, *Kesantunan Berbahasa*. PT Rineka Cipta. Jakarta, 2010, p.8.

<sup>5</sup> Arofah, Kurnia, "YouTube Sebagai Media Klarifikasi dan Pernyataan Tokoh Politik", *Jurnal Ilmu Komunikasi*, Vol. 13, No. 2, Mei-Agustus 2015, p. 111-123. <http://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/1442>.

give genuine appreciation, such as admiring, praising, respecting, not mocking, and not humiliating. Don't say unpleasant things to others.

The fourth, the manner speech of humility (modesty manner speech) is the manner speech that manner speechizes self-denial and minimises self-praise. The manner of speech of wisdom has the criteria of judgment, i.e. does not show self-advantages and abilities, shows self-weakness and is humble with the praise given, and tries to condemn himself but not exaggerate.

Fifth, agreement manner speech is the manner of speech that manner speechizes agreement between yourself and others or minimizes disagreement between you and others. Manner speech agreement has a criterion of judgment, that is, wanting yourself and others to agree, agree, or match. If agree, must be accompanied by a reason.

Sixth, the sympathy manner speech is the manner of speech that manner speechizes the sense of compassion between oneself and others and minimizes antipathy between self and others. Manner speech wisdom has a criterion of judgment, that is, to feel what others feel, to express sympathy for others' misfortunes, and to say goodbye to something pleasant.

The research on humility that focuses on the theory of linguistic humility, i.e. the manner speech of wisdom, the manner of charity, the manner speech of praise, the manner speech of humility and the manner speech of agreement, and the manner of sympathy, has been done a great deal. Some of these studies have similarities with this study, which both discuss the principle of Geoffrey Leech's speech. However, there are differences in taking the subject of his research focused on the public figure Anies Rasyid Baswedan on social media streaming YouTube video uploaded in October 2022-February 2023.<sup>6</sup>

### **Research Method**

This research uses qualitative methods with qualitatively descriptive approaches. Qualitative research is a research procedure that produces written or oral descriptive data on the characteristics of an individual, condition, or symptoms of a particular group observed.<sup>7</sup> According to Sudaryanto research by collecting data descriptively is research carried out based on facts and phenomena that are empirically alive in its speakers so that what is produced or that is recorded is a variation of language that can be said its properties like portraits rather than numbers.<sup>8</sup>

Sudaryanto says that qualitative data is not numbers, but statements of content, nature, characteristics, conditions, of something or symptoms, or statements about relationships between something and something else. It could be physical things, patterns of behavior, ideas, values, norms, or even events that happen in a society. This survey data is an essay by Anies Baswedan which contains Geoffrey Leech's manner speech of excitement, that is, the manner speech of wisdom, the max of charity, the manner speech of praise, the manner speech of humility, the manner of agreement, and the manner speech of sympathy.<sup>9</sup>

The source of the data in this study is several YouTube channels namely: (1) Chanel Youtube Metro TV on October 4, 2022, (2) Chanel YouTube CNN Indonesia on October 5, 2022, (3) Chanel YouTube SCTV on October 16, 2022, (4) Chanel coverage YouTube on October 16th, 2022, (5) Chanel Exo Youtube Media on January 5 and 12, 2023, (6) Merry Riana on February 10, 2023.

<sup>6</sup> Leech, Geoffrey N. *Op.Cit*, p 206-207.

<sup>7</sup> Moleong, Lexy J., *Metodologi Penelitian Kualitatif*, PT Remaja Rosdakarya, Bandung, 2002, p. 6.

<sup>8</sup> Sudaryanto *Metode dan Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*, DutaWacana University Press, Yogyakarta, 1993, p. 62.

<sup>9</sup> *Ibid*, p. 62

## Discussions

### 1. Wiseness Speech Manner

According to Leach, wisdom is the manner of speech that makes the losses of others as small as possible or makes the profits of other people as large as possible.<sup>10</sup> Chaer concludes the manner of speech of wisdom outlining that each speaker must minimize the losses of others, or manner of speech the profits for others.<sup>11</sup> Wahyuni explains that the manner speech of wisdom is the manner of speech that manner speechizes the benefit of others and minimalizes the loss of others. Manner of speech wisdom has a criterion of judgment, i.e. is centered on others, uses questioning and declarative sentences for orders, offers something to benefit others, gives information that does not harm others, and reduces expressions that imply things that do harm others.<sup>12</sup>

The results showed that out of 10 data analyzed, there was only one criterion of evaluation, which is to offer something to the benefit of others. Anies Baswedan's guidance on the manner of speech of this wisdom is a guidance that is beneficial to the society of Jakarta, such as giving benefits to the community when carrying out the constitutional mandates, giving peace to the people, giving benefits in the fields of transportation, economics, and education. Here's an example of the wisdom of Anies Baswedan.

*“We're now building the name of this public transportation system in Jakarta. What base? The base is called the MRT. This is the busway. Who started it? Mr. Sutiyoso started it, and we continued. Let's enlarge this with one keyword: integration, no, that once did not exist. So that's what's new. What's new, integration? And if you read yes, try to read the news when Mr. Sutiyosi started the busway, which is called "extraordinary criticism", "roadside pollution", and the route used for the busways, which was called "exceptional negative".”*

(CNN Indonesia. Video YouTube, 5 October 2022)

This data appears on the theme of the interview “Anies Baswedan’s betting on the Capres Circuit 2024.” On this row there is the manner of speech of wisdom, namely the statement “We are now building this system of public transportation in Jakarta, who started it?” Mr. Sutiyoso started it, and we continued. Let's enlarge this with one keyword: integration...” In statement 34, the speaker intends to continue the construction of public transport that Mr. Sutiyoso has undertaken. Indirectly, the speaker wanted to benefit the public in the field of public transportation even at a time when the initial builders undertaken by Mr. Sutioso got an extraordinary turnaround. During his tenure, Anies Baswedan continued the program because the construction of the transportation system built by Mr. Sutioso could reduce the blockade in Jakarta.

### 2. Generosity Manner

For the manner speech of charity is to make your profit as small as possible, and your loss as great as possible.<sup>13</sup> Chaer concludes that the manner of speech of charity requires every participant to speak about the loss to himself and minimize his gain.<sup>14</sup> Wahyuni views the manner of speech of charity as a manner of speech that emphasizes self-sacrifice and minimizes self-benefit. Manner's speech of wisdom has the criteria of judgment, that is, to be self-centric, to imply self-loss, to offer to others as if someone who offers no harm, to give help something that is self-action, and to help by giving advice.<sup>15</sup>

<sup>10</sup> *Ibid*, p. 170-171.

<sup>11</sup> Chaer, Abdul. *Op.Cit*, p.56-57

<sup>12</sup> Wahyuni, Wida, “Analisis Manner Kesantunan Berbahasa Indonesia Dakwah Ustaz Nur Maulana Melalui Trans Tv”. *Thesis*, Universitas Negeri Makassar, 2018, p. 11. <http://eprints.unm.ac.id/9456/>

<sup>13</sup> Leech, Geoffrey N. *Op.Cit*, p. 209-211.

<sup>14</sup> Chaer, Abdul. *Op.Cit*, p. 57.

<sup>15</sup> Wahyuni, Wida. *Op.Cit*, p. 11.

The results of the study showed that out of 10 data analysed, there were 4 evaluation criteria.

a. Criteria of marking implies a loss to himself. One of the examples of Anies Baswedan's scholarship.

*“God always gives a way out of what we may feel as a deadlock, as long as we run in the right way, run in good faith. For God's sake, there's always a way. So, I have a way out. So, I see this long journey, for God's sake, not to be a heavy journey, putting the interests of the nation above everything.”*

(Metro TV. Video YouTube, 4 October 2022)

This data appears on the theme of the interview “Anies Baswedan becomes the 2024 presidential candidate chaired by the Party of NasDem.” In this note there is a manner of speech of charity, namely, found the statement “...I wish God, not be a heavy journey, prioritize the interests of the nation above everything...” In this case, the speaker disregarded the personal interests by sacrificing for the sake of the people. Anies Baswedan tries not to feel heavy in carrying out the duties that are already his responsibilities. The duties of the State are the primary duties to the duty rather than the other duties. The action taken by Anies Baswedan was of course benevolent.

b. Review criteria offering someone else. Here's one of the examples of Anies Baswedan's idea.

*“Yes, that's right. I remember when the princess was in the photo.”*

(Exo Media. Video YouTube, 5 January 2023)

This data appears on the theme of the interview “Growth Mindset in Facing Criticism & Problems.” On this list there is a manner of speech of charity, namely, found the statement “...Yes, here, here I take the photo of me who helps the photo.” In this case, the speaker appears to offer help to take a photo of someone whilst the speakers are a governor. Anies Baswedan is an official who does not hesitate to offer to others to help in taking photos at an open house event at the Palace.

c. Criteria of review It's an act of self-help. One of the examples of Anies Baswedan's scholarship.

*“So, our happiness is that every witness to a citizen feels a sense of gratitude, a feeling of sharing on politics. Come on, look at the lengths of the mothers who want to take care of the micro business economic license that we're grateful to witness, then they with the UMKM license micro small license they can try. Online has NPWP. It can be online, right? Why? Because we did yesterday's policy of liberating to take permission anywhere and the third, it's a responsibility to interact directly with people...”*

(CNN Indonesia. Video YouTube, 5 October 2022)

This data appears on the theme of the interview “Anies Baswedan’s betting on the Capres Circle 2024.” On this line, there is the manner of speech of charity, which is found in the statement “So, our happiness is that every witness citizen feels there is a sense of gratitude, sense of commitment to policy...” In this case, the speaker helps the community in facilitating the management of economic permits for small and medium-sized micro-enterprises. Anies Baswedan has made it easier for people to take care of UMKM permits anywhere to make it easier to sell online. The action taken by Anies Baswedan was of course a charity.

d. Review Criteria helping with advice. It can be seen from Anies Baswedan’s speech.

*“I want Jakarta to be a healthier city, a cleaner city with cleaner air, and that means fewer people riding motor vehicles, more people walking, more those riding public cars, more cycling. I can do it, but when I hold my signature, I can make bicycle lanes, I could make more parks, we could*

*make them. So, I see that entering that government isn't just entering the government. But because we have ideas, ideas, plans, when there's a chance I work through the government, when this opportunity, and nothing I do myself... "*

(Exo Media. Video YouTube, 12 January 2023)

This data appears on the theme of the interview, "Being a Fair and Wise Leader." In this post, there is a manner of speech of charity, namely the statement "...I see that entering the government is not just going into the government. But because we have ideas, ideas, plans, when there's a chance I work through the path of government, when this opportunity, and nothing I do by myself." In this case, the speaker appears to offer an idea, idea, and plan to go through the course of government. Anies Baswedan came into the world of government not only to be a government that only wants office but to channel ideas for the benefit of many people one of which is to want the air of Jakarta city to be healthy.

### 3. Praise Manner of Speech

Leech explains that the manner of speech of praise is to deceive others as little as possible, and praise others as much as possible.<sup>16</sup> Chaer explains that the manner of speech of praise requires each participant to manner speechize respect for others and minimize disrespect for others.<sup>17</sup> Wahyuni Explains that the manner of speech of praise is the manner of speech that manner speechizes praise to others and minimizes reproach to others. Manner of speech praise has a criterion of judgment, that is to give genuine appreciation, such as admiring, praising, respecting, not mocking, and not humiliating. Don't say unpleasant things to others.<sup>18</sup>

The results showed that out of 10 data analyzed, there was only one criterion for judgment, namely giving genuine appreciation, such as admiring, praising, respecting, not mocking, and not humiliating. Anies Baswedan's tribute to the manner of speech of this compliment is to admire others, such as admired parents who have succeeded in educating Indonesian children, admitted Indonesians who have been able to build JIS without foreign powers, and admired other public figures such as Ganjar Pranowo, Prabowo Subianto, Mahfud M.D., and Joko Widodo. Here's an example of the manner of speech of praise from Anies Baswedan's scholarship.

*"We who are important live in the right way, for the greatest benefit and work together with everyone who understands, and to the friends in the community who have expressed their support, I extend my thanks. Pray that you may always come close with confidence, close with sincerity, with love, and I will always say so. We don't know what the journey ahead is like. Our part is to live with trust, whatever it is."*

(Metro TV. Video YouTube, 4 October 2022)

This data appears on the theme of the interview "Anies Baswedan becomes the 2024 presidential candidate chaired by the NasDem Party." On this note there is a manner of speech of compliments, that is, the statement was found "And to the friends in the community who expressed expressions of support, I extend my thanks. Please pray that he will always bring you close with confidence, close with sincerity, with Istiqomah." It gives a tribute to others by expressing thanks to friends and the community for expressing expressions of support.

<sup>16</sup> Leech, Geoffrey N. *Op.Cit*, p 207.

<sup>17</sup> Chaer, Abdul. *Op.Cit*, p. 57.

<sup>18</sup> Wahyuni, Wida. *Op.Cit*, p. 11

#### 4. Humility Manner of Speech

Leech explains the manner speech of humility is the expression of praising oneself as little as possible, self-denying as much as possible.<sup>19</sup> Chaer concludes that the manner of speech of humility demands every speaker to the manner of speech disrespect himself or minimize self-respect.<sup>20</sup> Wahyuni The manner of speech of humility is the manner of speech that manner of speech selfishness and minimizes self-compassion. Manner speechum humility has a criterion of judgment, i.e. does not show self superiority and ability, shows selfish weakness and is humble with the praise given, tries to condemn itself but does not exaggerate.<sup>21</sup>

The results showed that out of the 12 data analyzed, there was only one criterion for judgment, namely self-deficiency. The teaching presented by Anies Baswedan on the manner speech of humility is a teaching that reveals self-deficiency or weakness, such as begging for God's mercy, learning a lot from the community, gaining new knowledge from every activity, and cooperating with wisdom. Here's an example of the humility of Anies Baswedan.

*"...I feel this is an honor to humbly, implore blessing from God. May it be that, when it is easy to do his duty, and when there is a calling, which is for the advancement of the nation, and for the benefit of the multitude, then I will always say that the calling is ready..."*

(Metro TV. Video YouTube, 4 October 2022)

The data appeared on the theme of the interview "Anies Baswedan becomes the 2024 presidential candidate chaired by the NasDem Party." In this note there is a manner of speech of humility, namely the statement "...I feel this is an honor to humbly, to implore blessing from God. I hope it will be easier for him to perform his duties and every call to do his duty. It will show the humility of the speaker in praying for God's mercy. Anies Baswedan was a wise man, but he was humbled by what he had done with the help of God.

#### 5. Agreement Speech Manner

Leech pointed out that the manner of speech of agreement is the tendency of people to exaggerate their agreement with others and also to reduce their disagreement with expressions of regret, partial agreement, and so on.<sup>22</sup> Chaer concludes a manner of speech of agreement requiring that each speaker and opponent manner of speech agreement between them; minimizes disagreement among them.<sup>23</sup> Wahyuni explains that the manner speech of agreement is the manner of speech that manner speechizes the agreement between yourself and others or minimizes the disagreement between you and others. The manner of speech of an agreement has a criterion of judgment, i.e. the will of yourself and the others to agree, agree, or match. If you agree, it must be accompanied by a reason.<sup>24</sup>

The results showed that out of the three data analyzed, there was only one criterion for judgment, namely whether you and the other person agree, agree, or match. A statement submitted by Anies Baswedan on the manner of speech of the agreement is a statement that approves what the host of the event submits. Here's an example of an agreement with Anies Baswedan.

*Rivana Pratiwi: "it means you have been ready to face the challenges (political punches)!"*

<sup>19</sup> Leech, Geoffrey N. *Op.Cit*, p 214.

<sup>20</sup> Chaer, Abdul. *Op.Cit*, p. 58.

<sup>21</sup> Wahyuni, Wida. *Op.Cit*, p. 11.

<sup>22</sup> Leech, Geoffrey N. *Op.Cit*, p 217.

<sup>23</sup> Chaer, Abdul. *Op.Cit*, p. 61

<sup>24</sup> Wahyuni, Wida. *Op.Cit*, p. 12.

*Anies Baswedan: "Ready, but you know it's not something we like. Oh, well, it turns out that it's a lot of rhetoric."*

(CNN Indonesia. Video YouTube, 5 Oktober 2022)

This data appears on the theme of the interview "Anies Baswedan's betting on the Belt: Capres 2024" On this thread there is a manner speech of agreement, i.e. the statement "Ready..." was found. In this case, the speaker meant showing agreement or agreement with what the opponent submitted about preparation for entering the political world.

## **Conclusion**

In summary, Anies Baswedan, when studied through Geoffrey Leech's theory of shock, achieved a total of 74 outcomes, encompassing the method of smart discourse. There are 26 different speech styles, each with its own manner of speech characterized by friendliness. There are a total of 10 speech styles that involve praising, 26 speech styles that involve expressing humility, 12 speech styles that involve reaching an agreement, and 3 speech styles that have not been specified. In this study, sympathy is absent in terms of speech style.

Each manner of speech investigated possesses a unique criterion that distinguishes it from other manners of speaking. The sole criterion for evaluation is to provide something that benefits others. There are four criteria for evaluating the manner of expressing mercy: demonstrating personal sacrifice, extending assistance to others, taking proactive measures to aid others, and providing guidance and counsel. When it comes to complimenting someone's speech, the key criterion for evaluation is to express sincere gratitude, such as admiring, applauding, and respecting, while avoiding mockery or humiliation. The criterion for judging the manner of speech of humility is the demonstration of self-weakness. Speech agreement refers to the act of desiring oneself and others to be in harmony, concord, or alignment.

Anies Baswedan frequently employs a discourse style characterized by sagacity and commendation. Anies Baswedan's manner of speech demonstrates its efficacy in benefiting others while simultaneously minimizing its advantages, as well as exhibiting a high level of respect for others. The study on the utilization of the principle of humiliation employed by Anies Baswedan during an interview on the YouTube platform yielded findings that leaned towards being kind.

## **Suggestion**

It suggests a few things, firstly, this study is expected to provide readers with an understanding of Geoffrey Leech's theory of linguistic distortion, and can be implemented in everyday life. Secondly, it is hoped to be an example for the community of language users on social media. Thirdly, the study can also serve as a reference for advanced research in pragmatic studies, on linguist distortions in public figures and can add reference in this field of study.

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