

# **POLITENESS STRATEGY OF REFUSAL ACT IN SOCIAL MEDIA**

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## **Abstract**

To build good communication, people have to use politeness strategy. The aim of this research were to find out politeness strategy of refusal act used by male and female students in social media, particularly Facebook chatting. This study also looked at the similarities and differences of their strategies. The researcher used purposive sampling and qualitative method. In this research, the participants were selected based on some requirements. They actually used Facebook, were adults, university students and non native speakers of English. The participants came from some of ethnics such as Palembang, Bali, Lampung, Padang, Batak and Java. In this study, the researcher also used simulation invitations and offer cases from Liang and Min and Khatib about refusing something in the form of sentences.

The findings of this study indicated that males used four politeness strategies of refusal act such as excuse, promise, solution and ambiguous strategies. Meanwhile, females used four politeness strategies of refusal act such as excuse, promise, solidarity and explicit strategies. They had similarities and differences in politeness strategies of refusal acts. The similarities were they used positive politeness strategy when they refused the invitation. On the other hand, the differences were males used off record strategy when they wanted to refuse the invitations, while females used negative politeness/bald on record strategy to refuse the invitations.

**Key words:** Politeness strategy of refusal act, selected males and females

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## **INTRODUCTION**

According to Damayanti et al., (2019); Febrian et al. (2021) there are two side points in communication, sender and receiver. Sender is the person who sends and gives the idea. While, receiver is the person who accepts the idea. The purpose of doing this activity is not only to send the idea and message, but also to create a good situation and relation with other people.

People will communicate with different people; which means that people can do communication with the older people, same age and the younger ones (Febrian & Fadly, 2021; Pranoto & Suprayogi, 2020). Therefore, In this situation people have to know and understand how they can build good relationship with others. They have to keep their language and politeness to make the communication run smoothly.

The development of communication and information technology has created new ways of communication. One of them is communication through social media. According to Kusniyati (2016); Satria & Haryadi (2018); Setiawan et al. (2021) as one of social media,

Facebook becomes a media to share feeling, thought and ideas. Besides that, Facebook also becomes a media to discuss something in forum with our friends. In Facebook there is no limitation when we want to write something. On the other hand, another social media such as; Instagram, path, twitter have limitation (Anuar et al., 2020; *Strategi Pengembangan Bisnis Usaha Mikro Kecil Menengah Keripik Pisang Dengan Pendekatan Business Model Kanvas* :, 2020).

Since many people use Facebook as a media to share feeling, thought and ideas, it makes Facebook become popular social media (Karal et al., 2017). Besides that, Facebook is the most popular social networking especially in Indonesia. Indonesia is one of countries which has the largest users of Facebook. There are estimated 82 million users of Facebook (Hootsuite, 2019; Munthe et al., 2018; Putri & Aminatun, 2021).

Moreover, in Facebook we also can reject or refuse invitation in the form of sentences from our friend lists. According to (Darwis, 2016; Juliyanto & Parjito, 2021), invitations, offers and suggestions are a common occurrence in everyday life, particularly in the maintenance of good relationships. To refuse the invitation, we have to pay attention to our language. People have difficulties when they want to refuse something. Although, people want to reject something they must be consider their language patterns In a good form and polite. Therefore, to build good communication they have to use politeness strategy (Gunawan D, 2020).

Therefore, the researcher is interested to analyze the politeness strategy of refusal act in social media especially in Facebook. Since, mostly people hard to say “No” in a good language. A good language is important in communication, because when people use good language they can build good relationship with other people. On the other hand, if people do not use good language, they will have bad relationship with others. Therefore, the researcher chooses this topic to be the research (Ahluwalia, 2020; Kuswoyo, 2013; Meliasari et al., 2018).

The research question of the current study, what politeness strategy of refusal act used by male and female students in Facebook chatting and how they are similar and different? The objective of this study is to find out politeness strategy of refusal act used by male and female students in Facebook chatting as well as similarities and differences.

In this research, the researcher focuses the politeness strategy of refusal act, how people use politeness strategy as well as the similarities and differences in social media, especially Facebook. The participants of this reserach are males and females who divided into five males and five females. The participants came from some of ethnics such as Palembang, Bali, Lampung, Batak, Padang and Java.

Besides that, the social media that used by the researcher is Facebook. The researcher will create a group in Facebook that consists of selected five males and five females. After creating the group, the researcher will post some simulation invitation, offers cases about refuse something in the form of sentences and the participants have to response those cases. The simulation cases are invitation, offers and suggestion cases. Furthermore, the researcher will involve students with the requirements are active in Facebook, adult, university students and non-native speakers of English.

## **LITERATURE REVIEW**

### **Pragmatic Approach**

According to Chavez (2000); Hutauruk & Puspita (2020) “Pragmatic is concerned with the study of meaning as communicated as communicated by a speaker and interpreted by a listener”. Therefore, the statement explains that in Pragmatic the main concern is not in literal meaning, but it is about the speaker intends to do with their words. It is about the speaker meaning.

Besides that, pragmatic is in the relationship between language and context. It includes the study of how interpretation of language is made depend on the speaker’s knowledge, how speaker understand the utterances and how the structure of sentence is influenced by the relationship between speaker and hearer (Tiono & Sylvia, 2004; Yulianti & Sulistyawati, n.d.). Pragmatics is distinguished from Semantics in being concerned with meaning in relation to a speech situation where context stands as one among various aspects (Kuswoyo, n.d.; Puspita, n.d.).

### **Context**

According to (Lubis et al., 2019; Schrape, 2018)there are three kinds of context such as; field, tenor and mode:

A. Field is about ‘what is actually taking place’ refers to what happening to the social action that is taking place and what is done by the participants. It is what the participants engaged in, in which the language figures as some essential components.

B. Tenor is about ‘who is taking part’ refers to what kinds of role relationship among the participants and their status. It is about what kinds of roles relationship obtain among the participants, both the types of speech roles that they are taking on the dialogue in which they are involved.

C. Mode is about ‘what role language is playing’ refers to what part language use, what expected by the participants through the language. It covers spoken or written or combination of the two.

### **Politeness Strategy of Refusal Act**

Politeness is used to make participants in a conversation feel comfortable. There are two partially opposite aspects of politeness: positive politeness and negative politeness. Positive politeness is used to establish involvement and negative politeness is used to maintain independence (Gulö, 2014; Mertania & Amelia, 2020).

### **Positive Politeness**

Positive politeness is characterized by the expression of approval and appreciation of the addressee's personality by making him/her feel part of an In-group.

### **METHOD**

In this research, qualitative method and purposive sampling as this study looked at (Endorser, 2018; Nani & Ali, 2020). In the purposive sampling, it was through the social media especially Facebook. The researcher created a group in Facebook and selected the participants based on the requirements. In this research, the researcher would blur the identity of the participants.

According to (Fauzi & Sukoco, 2019; Pahdi et al., 2020) showed that in qualitative method there is an ethics in showing the identity of the participants. People can blur or delete the name or the pictures of the participants. Therefore, the researcher blurred the name and pictures of the participants. The researcher used purposive sampling, because through

selected it would make the researcher easy and not all friend list in the researcher account fulfill the requirements.

The data of this research were the responses of the participants in the group Facebook. Since, the researcher posted the simulation cases in the group and the researcher needed the responses of the participants. Besides that, the data source was the participants that were five males and five females. They were selected by the researcher based on the requirements that made by the researcher. The next section would explain the sampling technique and profiles of the participants.

In this research, the researcher selected the participants purposively. Purposive is a strategy of choices about with whom, where and how one does research (Hamdani et al., 2018; Hartaroe et al., 2016). Therefore, the characteristics of the participants were as follows active in Facebook, in the same age, adult, university students and non-native speakers of English. All of the participants came from the researcher's friend lists who divided into five males and five females in order to indicate how politeness strategies of refusal act that used by them in Facebook chatting.

## **RESULTS AND DISCUSSION**

### **4.1 Politeness Strategies of Refusal Act in Facebook Chatting**

In this research, the researcher used simulation invitation and offer in the group of Facebook that responded by the selected five males and five females from the researcher's friend lists.

#### **4.1.1 Simulation Invitation Case 1**

##### The context

Field: invitation to go to cinema

Tenor: the relationship between friends

Mode: action

#### **Data Sample 1**



The researcher posted the first simulation Invitation case:

*1. When your friend asks you to go to the cinema, but you have many assignments. How do you refuse that Invitation?*

The responses from the participants:

**Table 4.1 Results of Observation – Invitation Simulation Case 1**

No	Initial Name	Responses
1	AF	<i>Sorry Lin, I cant join you tomorrow. I have another schedule for piano class.</i>
2	EG	<i>That would be nice, but I have something to do now. Maybe I will join next time.</i>
3	KD	<i>Sorry guys, I have to finish my assignment. We can arrange another schedule</i>
4	YG	<i>I'd love to, but I have something to do</i>
5	WH	<i>That's good idea ,but I have something important to do may be next time</i>
6	PA	<i>I will say sorry and tell her/his, If I have a lot of assignments but next time I will join</i>
7	DH	<i>I would say sorry because I have to finish my assignments first. If next time I am free, I will join you.</i>
8	CT	<i>I loved that. But sorry, I can't. I have so many assignments. May be next time we can go. Sorry my</i>

		<i>alin bala2.</i>
9	NV	<i>I can't join you because I have a lot of assignments, maybe next time. Sorry Lin.</i>
10	SN	<i>If you can help finish my assignmentss quickly, maybe we can go</i>

#### 4.1.2 Simulation Offer Case 2

##### Context

Field: offer to look new product

Tenor: the relationship between sales and customer

Mode: action

##### Data Sample 2



The researcher posted the second simulation offer case:

2. When you are in a shopping center and there is a person (like SPG) who want to offer you to look her new product. But, you cannot. How do you refuse it?

The responses from the participants:

**Table 4.2 Results of Observation – Offe Simulation Case 2**

No	InItial Name	Responses
1	AF	<i>I'm going to another brand first, then I'll come here again. *after that leave and never come back again*</i>
2	EG	<i>Sorry, I'm not interested, maybe next time. I'm in a rush. Thank you.</i>
3	KD	<i>Thanks for your offer, may be next time.</i>
4	YG	<i>I'm sorry, but that's not what I'm looking for.</i>

5	WH	<i>I am sorry ,I have a business</i>
6	PA	<i>No, thanks. maybe next time</i>
7	DH	<i>Sorry, I am not interested. I am busy maybe next time. Thanks</i>
8	CT	<i>No thanks, sorry. I am so busy</i>
9	NV	<i>No, thanks</i>
10	SN	<i>Sorry. I have a lot at home</i>

### 4.1.3 Simulation Invitation Case 3

#### Context

Field: invitation to birthday party

Tenor: the relationship between friends

Mode: action

#### Data Sample 3

The screenshot displays a series of text messages from different users. Each message includes a profile picture, the text of the message, and a timestamp. The messages are as follows:

- Message 1:** "oh my, im so sorry i cant come 😞 i have something to do with my mom, but dont worry i will send you my gift soon hehe" (5 Okt pukul 1:21 PM · Suka · Balas)
- Message 2:** "Oh im so sorry ,i have a lot of homework ,im so sorry" (5 Okt pukul 1:22 PM · Suka · Balas)
- Message 3:** "Im sorry, i cant attend your birthday party. I have another schedule, but ill send you birthday gift tomorrow 😞" (5 Okt pukul 1:23 PM · Suka · Balas)
- Message 4:** "I really sorry, i cannot come with you. I have something to do" (5 Okt pukul 1:27 PM · Suka · Balas)
- Message 5:** "I'm sorry, I think I will not be at yours, because I have meeting with my boss at the same time..." (5 Okt pukul 8:20 PM · Suka · Balas)
- Message 6:** "I really sorry lon, ive another schedule with my sister:( but don't worry ill send you birthday gift that you want^^" (6 Okt pukul 7:30 AM · Suka · Balas)
- Message 7:** "Sorry I can't come to your birthday party. I have something to do tomorrow and it is urgent. But I will buy you a present later . I am really sorry 😊" (6 Okt pukul 8:52 AM · Suka · Balas)
- Message 8:** "sorry, I can't attend your birthday party because I should go to my hometown tomorrow to see my grandma" (6 Okt pukul 9:10 AM · Suka · Balas)
- Message 9:** "Happy birthday for youu. But Sorry, I can't attend in your party. I am so busy. Sorry" (6 Okt pukul 2:03 PM · Suka · Balas)
- Message 10:** "I'm so sorry i can't attend to your party because I have something to do with my mom:(

The researcher posted the third simulation invitation case:

*3. Your friend invites you to her birthday party tomorrow at 8 pm. But you cannot because you are busy. How do you refuse it?*

The responses from the participants:



**Table 4.3 Results of Observation – Invitation Simulation Case 3**

No	Initial Name	Responses
1	AF	<i>I'm sorry; I can't attend your birthday party. I have another schedule, but I'll send you birthday gift tomorrow</i>
2	EG	<i>Oh my, I'm so sorry I can't come :( I have something to do with my mom, but don't worry I will send you my gift soon hehe</i>
3	KD	<i>I really sorry, I cannot come with you. I have something to do</i>
4	YG	<i>I'm sorry, I think I will not be at yours, because I have meeting with my boss at the same time</i>
5	WH	<i>Oh I'm so sorry ,I have a lot of homework ,I'm so sorry</i>
6	PA	<i>Sorry, I can't attend your birthday party because I should go to my hometown tomorrow to see my grandma</i>
7	DH	<i>Sorry I can't come to your birthday party. I have something to do tomorrow and it is urgent. But I will buy you a present later. I am really sorry</i>
8	CT	<i>Happy birthday for you. But sorry. I can't attend in your party. I am so busy. Sorry</i>
9	NV	<i>I'm so sorry I can't attend to your party because I have something to do with my mom</i>
10	SN	<i>I really sorry lon, I've another schedule with my sister:-( but don't worry I'll send you birthday gift that you want</i>

#### **4.1.4 Simulation Invitation Case 4**

##### Context

Field: invitation to look for jobs

Tenor: the relationship between friends

Mode: action

##### **Data Sample 4**



The researcher posted the four simulation Invitation case:

4. (In the evening) When your friend asks you to go to look for jobs tomorrow, but you do not want. How do you refuse It?

The participants' responses:

**Table 4.4 Results of Observation – Invitation Simulation Case 4**

No	Initial Name	Responses
1	AF	<i>Hmm it's a nice idea but I haven't completed all requirements.</i>
2	EG	<i>Sorry I can't. maybe the next day</i>
3	KD	<i>Great, but I have an appointment tomorrow. Sorry</i>
4	YG	<i>Oh that sounds pretty good, but I think I cannot join you</i>
5	WH	<i>Oh nice ,but I have another business</i>
6	PA	<i>Sound's good but sorry I have another schedule tomorrow</i>
7	DH	<i>Ohh I think I am not going. I have something to do</i>
8	CT	<i>Sound's great. But I can't. I am sorry. May be next time.</i>
9	NV	<i>It's really nice, but I can't join you sorry</i>
10	SN	<i>Really nice, but sorry I can't</i>

Therefore, from the discussions above all of the participants used:

#### 4.1.5 Simulation Invitation Case 5

##### Context

Field: invitation to drink a cup of coffee

Tenor: the relationship between friends

Mode: action

##### Data Sample 5



The researcher posted the fifth simulation invitation case:

5. When your friend invites you to go to his home to drink a cup of coffee. But, you cannot. How do you refuse it?

The responses from the participants:

**Table 4.5 Results of Observation – Invitation Simulation Case 5**

No	Initial Name	Responses
1	AF	<i>Sorry bro, I have a lot of assignments and presentation. I need to study harder. Maybe next time, after I finish It</i>
2	EG	<i>Oh sorry I can't your home is so far. How about we change the place? In a coffee shop maybe?</i>
3	KD	<i>Wow, that's really great, but sorry. I have an exam tomorrow; I have to prepare for that.</i>
4	YG	<i>Sorry, I have a lot of works today</i>

5	WH	<i>Oh nice, but I have a business</i>
6	PA	<i>sorry, I have another agenda today</i>
7	DH	<i>I want to come. But I can't. I am so sorry. May be later I will come to your house.</i>
8	CT	<i>Sorry, I can't</i>
9	NV	<i>It's really nice, but I can't join you. Maybe next time ya sorry</i>
10	SN	<i>Sorry, I can't. May be later I will go</i>

1. AF used 2 strategies: Positive politeness strategies

1. Strategy 3. Excuse

2. Strategy 4. Promise

2. EG used 2 strategies: Positive politeness strategies

1. Strategy 4. Promise

2. Strategy 2. New Solution

3. KD used 2 strategies: Positive politeness strategies

1. Strategy 4. Promise

2. Strategy 3. Excuse

4. YG used 1 strategies: Positive politeness strategies

1. Strategy 3. Excuse

5. WH used 3 strategies: Positive politeness strategies

1. Strategy 3. Excuse

2. Strategy 4. Promise

Off record strategy

3. Strategy 9. Ambiguous

6. PA used 2 strategies: Positive politeness strategies

1. Strategy 3. Excuse

2. Strategy 4. Promise

7. DH used 2 strategy: Positive politeness strategies

1. Strategy 4. Promise

2. Strategy 3. Excuse

8. CT used 3 strategies: Positive politeness strategies

1. Strategy 3. Excuse

2. Strategy 4. Promise

Negative politeness/bald on record strategy

3. Strategy 6. Explicit and Direct Expression

9. NV used 3 strategies: Positive politeness strategies

1. Strategy 3. Excuse

2. Strategy 4. Promise

Negative politeness/bald on record strategy

3. Strategy 6. Explicit and direct expression of refusal

10. SN used 4 strategies: Positive politeness strategies

1. Strategy 1. Solidarity

2. Strategy 3. Excuse

3. Strategy 4. Promise

Negative politeness/bald on record strategy

4. Strategy 6. Explicit and direct

expression of refusal

**CONCLUSION**

This research analyzed about how politeness strategies of refusal act used by males and females in Facebook chatting. The concept explained about the kinds of politeness strategies of refusal act (Abidin, 2018; Kardiansyah & Salam, 2020; Putra & Qodriani, 2017). Evidently, males and females had their own politeness strategies of refusal act. Males only used two kinds of politeness strategies such as; excuse promise, new solution and ambiguous, but females used four kinds of politeness strategies such as; solidarity, excuse, promise and explicit & direct expression.

Similarities	Differences
<p>The similarities between males and females:</p> <ul style="list-style-type: none"> <li>• They liked to use positive politeness strategy when they refused the Invitation.</li> <li>• The positive politeness that they used such as; excuse and promise strategy.</li> </ul>	<p>The differences between males and females:</p> <ul style="list-style-type: none"> <li>• Males used off record strategy when they wanted to refuse something.</li> <li>• Males liked to use indirect addressed especially ambiguity strategy.</li> <li>• Females used negative politeness/bald on record strategy to refuse something.</li> <li>• Females liked to use explicit and direct expression of refusal.</li> </ul>

There were three types of politeness strategies such as; positive, negative and off record strategies. In the politeness strategy there were five strategies, negative politeness there were two strategies and off record there were four strategies. Therefore, all of the strategies there were eleven strategies of politeness strategies of refusal act.

However, in this research there were six strategies that appeared in this analysis. They were excuse, promise, solidarity, ambiguous, new solution and explicit & direct expression strategies. Those strategies were kinds of positive, off record and negative strategies of politeness strategies.

Besides that, the similarity of this research with the previous study, the findings stated that through social media between male and female could to apply their own language pattern to refuse something. They also had different patterns of language and strategies of politeness based on the context of their conversations (Febria Lina & Setiyanto, 2021; Lina & Permatasari, 2020).

In the conclusion, the result of this study showed that between males and females had their own choice to use politeness strategies of refusal act. They had similarities and differences. The similarity, they used positive politeness and the differences were females used negative politeness and males used off record strategy.

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