


# Progressive Politeness in the Discourse of the Debate of Indonesian Presidential and Vice-Presidential Candidates in 2024 as Teaching Material for Indonesian Speech Texts

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David Yenu Arifin, Harun Joko Prayitno<sup>ab</sup> 

<sup>12</sup>Universitas Muhammadiyah Surakarta

Corresponding Author: [a310210147@student.ums.ac.id](mailto:a310210147@student.ums.ac.id)

## ABSTRACT

Politeness is a part of politeness in using language when communicating verbally and in writing. In this study, the principle of politeness is used to confront each other when debating must use strategies and language that fall within the scope of the maxims of the right principles of manners. The research aims to describe progressive politeness in the debate of presidential and vice presidential candidates in 2024, this is done to be a reference in learning Indonesian speech texts about the importance of language politeness in the debate reflecting the level of language that is in accordance with the ability of students, so that the material can be used as a concrete reference that is easy to understand and contextual for students. The research uses a descriptive qualitative approach method, a descriptive qualitative method to describe social reality in a complex way by describing, analyzing, and interpreting data according to the conditions in the object to be studied. Research data was obtained through documentation techniques used to download debate videos and transcribe data, After that the listening technique was continued, this listening technique does not involve the researcher in the conversation, but the researcher is only as a tapping on the conversation between the speaker and the opponent. The recording technique is carried out at the same time as the listening technique, the recorded speech is in the form of oral speech from a youtube video so that it turns into a form of written notes. This study uses the YouTube channels Chanel Tv Sukabumi, BeritaSatu, Kompas Tv, Kompas Tv Sukabumi as an object to carry out research that refers to the validity of the research. The results of this study are expected to describe the speeches delivered in the debate, students not only learn about the structure and use of language, but also understand the importance of choosing the right words, intonation, and speech attitudes according to who their speaking partners are and in accordance with the context of the ongoing communication situation.

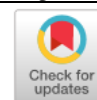
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## INTRODUCTION

Language influences every corner of people to interact and adapt their behavior to their living and social society, the use of a language system that has a sense of manners in socializing is one of the determinants of fluency in communicating, although until now language politeness is still considered universal for some people (Anggraini 2020). There are various influences of the community in responding to the importance of politeness in language (Ariyani 2020) Stating that in daily life people have used the language system to carry out various activities both pragmatically, speaking language is a common action to be called a speech act. There is a unique phenomenon in the characteristics of speech according to (Ekawati 2018) explains that the phenomenon of speech expresses various forms of aspects of a human feeling, the verbal aspect is usually hidden possibly due to privacy and subjective reasons. For example, in the news about the head of state or regional head, the name is often mentioned directly without being accompanied by a proper greeting. Even though we may not like someone, either because of their personality or their leadership style, the use of polite greetings should still be maintained as a form of politeness (Language 2017).

Politeness in language is very necessary to be researched because to find out how many mistakes there are in the politeness of language for humans when communicating with others (Kartini, Jumriati, and Chece Djafar 2023). Djatmiko stated that language learning should contain character values that can be displayed in textbooks if seriously considered this politeness activity is a representation of using language with values, character, politeness, and culture (Ubaidullah, Aini, and Suhendra 2022). Quality writing will not eliminate the aspect of manners in language, namely as an intellectual reflection on the author (Prayen 2019), In this case it also has various impacts to show the politeness of language in a person (Y, Rahayu, and Maelani 2023) Putting up language as a sign of the development of an innovation makes one of them is that with the ease of communication in writing, speech on social media will be a very instant expression of language. In this approach, language begins to be understood not only as a formal structure, but also as a social entity related to the context in which it is used, (Hwa and Subramaniam 2017) argues that language should not be learned by associating it with the elements of society and culture that surround it, but rather as something that stands alone. The language possessed by a person is seen as an innate ability, not the result of the social learning process. Similar opinions were also expressed (Rahardi 2022) that today's learning practices are also increasingly likely to be stable, have not improved and have not been able to abandon the previous learning paradigm, in the research (Nuyulis and Puspitasari 2018) Explain that the form of a speech act can be used to convey different language innovations in communication in accordance with the context, purpose, and relationship between the speaker and the listener.

It is important to understand that learning design, although it has an important role in creating a conducive learning atmosphere, does not directly determine the amount of effort made by students. These efforts are more determined by the internal factors of the students themselves, especially how much they want and commitment to achieve the learning goals that have been set. (Indonesia et al. 2020) Explaining a speech in language communication does not only function as a means to convey or inform something This phenomenon in pragmatic studies is known as the act of illocution, which is a type of speech act related to a certain intention or function of the speaker towards the listener The act of illocution reflects what the speaker wants to do through his speech, and is the essence of the act of speech in social interaction. (Muhammad Rohmadi 2016) Revealing speech has certain goals and intentions to produce effective and meaningful communication, efforts to achieve a desired result from the speaker to the speech partner understanding the purpose of speech is very important in establishing successful communication and mutual understanding. (Nugraha and Sulistyaningrum 2019) Argue about its purpose, namely as a way to convey information, persuasive, give advice, instruct someone, and so on. Therefore, a speaker must be able to convince his speaking partner with the speech in question, From the speech the speaker can be expected to be able to capture the message that the speaker wants to convey. Kissine in (Rahmawati and Pranowo 2018) Explains that the directive speech act has the purpose of provoking actions from the speech partner as follows: orders, requests, requests and so on. This type of speech is not found in many types of political speeches but also often occurs in chats about the chat media of an event, this is as stated (Orban 2024).

Social media is a benchmark to increase awareness in a polite life, in using social media it is also necessary to be careful to express an opinion to the public, this must be done because the use of social media is very sensitive for readers and viewers. YouTube can be accessed by anyone who uses, especially if it is often associated with the current generation or the millennial generation who can be determined to always be updated about the latest technology. YouTube is one of the digital platforms that is often used by various people as a means to support the learning process and collect information as an entertainment medium. In the context of education, YouTube functions as a learning medium that not only conveys material visually and interestingly but also has an important

role in providing supervision over the content delivered and presenting relevant and useful information for its users, according to Sianipar in (Darmuki 2020) The YouTube platform has the potential to contain a wide variety of messages that are deliberately designed and delivered by the communicator or content creator to the communicator, i.e. the viewers or recipients of the message. (Hidayat and Santosa 2023) Presenting a discussion and analysis of the types of representative speech has become the focus of attention in various pragmatic linguistic studies. This type of speech has been widely researched because of its significant role in conveying information. (Hariyadi et al. 2024) revealed that pragmatics then emerged as a field of language that studies language and its context in its use is very useful for society, especially for daily life.

## METHOD

The research uses a descriptive qualitative approach method, This descriptive qualitative method has the goal of being able to describe social reality in a complex way by describing, clarifying, analyzing, and interpreting data according to the conditions that exist in the object to be studied. According to Creswell in (Siregar and Kusyani 2021) It is stated that qualitative research is a type of research that can describe phenomena that occur factually. In the research conducted (Maulyda, Erfan, and Hidayati 2021) Explaining this definition gives an idea that a qualitative research emphasizes the use of natural settings, the application of natural methods, and is carried out by researchers who have a deep concern for the phenomenon being studied. This study uses the media of YouTube channels Chanel Tv Sukabumi, BeritaSatu, Kompas Tv, Kompas Tv Sukabumi as objects to carry out research that refers to the validity studied, these principles include various forms of progressivity, both carried out directly, indirectly, or through communication strategies with positive and negative tendencies during the debate event. This research was conducted by focusing on analyzing competitive behavior in the debates carried out and there are also cases in formal situations that demand to do something by force so as to reduce disharmony by using data sourced from Kompas Tv, Kompas Tv Sukabumi, Tv Sukabumi and Berita Satu youtube videos, during the first round of debates to the fifth round of debates. Each round has six segments, namely the vision delivery segment, the mission delivery segment, and the work program delivery segment, deepening the answers to questions from panelists and other candidates, conducting questions and answers, making rebuttals, and closing in the debate. The documentation technique is used to download debate videos and transcribe data, after which the listening technique is continued. This technique does not involve the researcher in the conversation, but the researcher is only a tapping on the conversation between the speaker and the opponent, Furthermore, a process of recording the data obtained is needed. The recording technique is carried out at the same time as the listening technique, the recorded speech is in the form of oral speech from a youtube video so that it turns into a form of written notes. The data analysis technique in this study uses the extralingual matching method, which is an analysis method that compares and connects linguistic elements in one language or several different languages.

## RESULTS AND DISCUSSION

The use of a language system in a campaign is a form of actualization of speech and writing that represents the way a party or candidate interacts with constituents or the public. Through language, campaigners not only convey information, but also try to influence voters' emotions, views, and decisions so that the public can read the spirit of change voiced by the party or candidate. The ability of campaigners to use language effectively is one of the key factors in building a good image in politics and gaining support from the people who will become voters. In this study, in addition to applying the discourse analysis approach as the main method to examine the use of language, matching

analysis techniques are also used as part of the data analysis process. This matching analysis technique has a special characteristic, namely that the determining tool does not lie with the researcher himself, but depends on the response or reaction of the speech partner, namely the individual who is directly involved in the speech act being analyzed. In other words, the validity of the data is obtained based on the suitability of interpretation of meaning from the perspective of the speaking partner. This approach is in line with the extralingual matching method, where the analysis is carried out by utilizing linguistic elements from within the language system itself. In this context, the pragmatic unit analyzed is not only understood as a stand-alone structure, but is also understood in a complementary way, that is, complementary, with elements that are outside the language system, such as the social context, the relationship between speech participants, and the communication situation that takes place. This shows that pragmatic understanding cannot be separated from the dynamics of interaction and the use of language in real life.

In this study, there is an interest in discussing progressive impoliteness in language communication that occurs during the 2024 presidential election debate, if the leader sets an example of good things, it will arouse sympathy and respect from the public. On the other hand, if the leader sets an example of bad things, it will cause antipathy and distrust among the public. We can see this in the 2024 presidential election debate, where the quality of leaders is highly judged by their speech whether they are polite or not in speaking. After the presidential election debate, the presidential election will be held, and of course polite or impolite speech is one of the important factors in the public's assessment in choosing the president. Therefore, the author has a high interest in studying the 2024 presidential election debate. In the research that has been conducted, various expressions of language impoliteness were found so that they were used as data elements in the research conducted by the author. Impolite communication can be applied with a deliberate element so that there is a mismatch of expectations in the interlocutor as one of the reasons for implementing the strategy of impoliteness of language. According to Fairclough's opinion in (Nuria Reny Hariyati 2016) that critical discourse analysis is an approach that examines in depth how social power, harassment, domination, and inequality are reproduced and maintained through the use of language in texts. This approach not only focuses on the structure of language, but also explores how certain texts reflect, reinforce, or even challenge existing power structures in society.

In this chapter, we discuss the close relationship between two schools of modern education, namely pragmatism and progressivism. The two have a strong philosophical relationship, where pragmatism plays a key role in the development of progressivism and has a great influence on the thought of John Dewey, who later became a central figure in the school of progressivism. In other words, the emergence of progressivism as an educational approach that emphasizes more on the experience and meaningfulness of learning, is the result of the development of previous pragmatic ideas. These two schools have the same views in terms of the importance of developing individual potential optimally, especially in facing various challenges and real-life problems. They reject rigid educational approaches and emphasize the importance of active, reflective thinking processes and learning that are relevant to daily life. Through these principles, both pragmatism and progressivism make a great contribution to the renewal of the education system that is more adaptive and oriented to the needs of students as critically and creative individuals. Both are based on the pragmatic view that reason is active and critical, not accepting views without empirical proof. They reject schools such as materialism, idealism, realism, and rationalism that seek absolute and permanent things. For pragmatic-progressives, traditional philosophy has not provided adequate answers, so they offer a practical, useful, and progress-oriented approach. The following is the data found in a research that has been conducted on a youtube account for research entitled progressive politeness in the debate discourse of Indonesian presidential and vice presidential candidates in 2024 The researcher also focuses on analyzing progressive politeness in

debates held and there are also formal situations that demand to do something by force so as to reduce disharmony.

### A Form Of Politeness Based On Presidential Candidate And Vice Presidential Candidate Debate

The researcher analyzes the form of linguistic politeness, either by obedience or by analyzing the violation of the maxim in the form of language spoken by the 2024 Presidential and Vice Presidential debates. In this study, researchers used the theory of politeness according to Geoffrey Leech in (Setiawan 2017) Stating the principle or maxim of politeness consists of six maxims, which are as follows:

Maxim of Wisdom (*Tact Maxim*) Maxim demands that the speaker reduce his own gains and prioritize interests of others. The longer and more indirect the speech, the more polite the impression. When speaking, the speaker must behave politely, wisely, not burdensome to the opponent, and choose subtle diction, here are the types of maxims of politeness that occur in the first debate of presidential and vice presidential candidates. Everyone who speaks the language should try to minimize the benefits for the interlocutor and maximize the benefits for the interlocutor (Spoken 2025). The following table connects the maximal theory of wisdom from Geoffrey Leech in the 2024 Presidential candidate debate,

Table 1. The Maxim of Wisdom in the First, Second, Third, Fourth, Fifth Debates

Yes	Speech	Context	Intention
1	"I want to ask you about an area that wants to make a place of worship but it is difficult"	The context of this speech means that the attitude of someone who disagrees or even <b>criticizes</b> is directed at the candidate partner.	The speech uses discussions to involve certain parties.
2	"You talk about ethics, I object, I'm sorry because you urge me, that's why I think you don't deserve to talk about ethics"	This context <b>states</b> disagreement or rejection of a statement, policy, or action conveyed by the other party.	Speech means disapproving, not receiving, or being less accepted by the other party.
3	"Sir, this man is a former minister of defense for 5 years, not a candidate for the minister of defense, so he should show what has been done"	The context of this speech is used to <b>invite</b> someone to bring old issues back to the surface, because they are considered unresolved or relevant to the current situation.	This speech is in the form of the act of reopening, mentioning, or retalking something that has already happened.
4	"Thank you, Mr. Prabowo, but I'm sorry my question doesn't seem to have been answered"	The context of this speech states that an error occurred and asks to <b>explain</b> , or respond to, a question, problem, or demand that is considered important.	The speech is intended to convey indirect criticism of someone's mistakes or mistakes
5	"Earlier, Mr. Anis was not firm in discussing women, we enforce these problems by law"	The context of this speech states to <b>ask for</b> firmness to state the attitude of decision clearly, directly, and without hesitation.	The speech avoids confusion in the implementation of tasks, policies, or communication.

The five speeches describe various attitudes in undergoing the presidential and vice presidential debates that have been studied, starting with an open attitude and receiving support and neutrality in each pair of candidates, the potential impact on the audience's perception is that this statement can create empathy, as the audience may be able to feel the dissatisfaction experienced by the speaker and feel connected to the emotions expressed, or even motivate the audience to find a joint solution to fix the unsatisfactory situation (T. Journal et al. 2025). In everyday life, whether in giving orders or offering something, it is important to remain polite. Based on the analysis using the *dictionary* The five speeches can be categorized in the same type of data, namely qualitative data in the

form of wisdom maxims, which refers to the principles that guide a person to speak in a wise way in communicating. Maintaining communication etiquette, such as respecting the opinions of others and not rushing to respond, can help create more constructive and meaningful discussions (Thp, Akhmad, and Ilmu n.d.).

**Maximum Generosity (*Generosity Maxim*)** This maxim encourages the speaker to benefit the opponent and be humble, without praising himself or being arrogant. In political discussions, the application of maxims can be reflected in unselfish behavior, such as giving appreciation even though there are different choices. This principle also reflects the speaker's willingness to give something to the speaking partner to meet his needs. The following is a table that connects the maximal theory of generosity from Geoffrey Leech in the 2024 Presidential candidate debate,

Table 2. The Maxim of Generosity in the First, Second, Third, Fourth, Fifth Debates

Yes	Speech	Context	Intention
1	"Dear Mas Gibran, the question that was channeled on how to develop infrastructure without burdening the local government seems to have not been answered"	The context of this speech is in the communication situation of conveying a request to <b>explain</b> but still using language politely, maintaining ethics, and showing respect for the candidate partner.	This speech means wanting to understand more clearly about something that is still considered confusing.
2	"Mr. Prabowo, I am very happy that Mr. Prabowo triggered me, my data is not correct, I will deny my data today, sir"	This context <b>influences an</b> open and positive attitude towards criticism, suggestions, or opinions of others. This reflects humility, and professionalism.	The speech openly asks others to provide an honest assessment, input, or response.
3	"I'm very sorry I have to ask what Mr. Prabowo's comments were on the Constitutional Court envoy who gave birth to another Constitutional Court."	The context of this speech is in a communication situation to <b>ask</b> for explanations but still use language politely, maintain ethics, and show respect for the candidate partner.	The speech asks for a direct and clear response or response to the question.
4	"Thank you Prof. Mahfud for the evaluation for my wrong words but once again we have to evaluate this"	This context is <b>appealing</b> by accepting an evaluation means being willing to listen, consider, and respond to the results of the assessment or feedback from the other party against the mispronunciation.	The speech showed appreciation and positive acceptance of criticism and judgment.
5	"Dear Mr. Prabowo, which you bring and you echo the principle of sustainability"	The context of this speech is when a person wants to <b>express</b> a difference of opinion on the other party's ideas, decisions, or views, without demeaning or attacking them personally.	The speech shows a situation when two or more parties have different views, thoughts, attitudes, or conclusions.

The five speeches reflect attitudes that support the creation of healthy and inclusive communication towards respecting political differences. Suck (2015) providing a foundation for understanding texts and text analysis techniques, the concept of registers is introduced in relation to situational contexts or social contexts that include fields of discourse and modes and describes how language is used differently depending on certain situations, In addition, Eggins also introduced various important components in linguistic analysis, including lexicogrammatic systems related to word choice and grammatical structure, interpersonal meaning that reflects the relationship between the speaker and the listener. The five speeches can be analyzed for the appropriate data types based on the linguistic context and text

processing. The following five speeches can be analyzed for the appropriate data types based on linguistic context and text processing. (Ivan and Kurniawan 2020) stated that linguistic analysis in text processing involves a deeper understanding of the meaning of words, the relationships between words, and the context of communication that can affect the interpretation and response to the text. In this speech, additional information such as context and function can be stored. Based on data type analysis using the *dictionary*, the fifth speech can be categorized as the maxim of generosity that describes the attitude and emotions of the speaker towards political dynamics. According to Ratnasari, Supardi, and Nasrul (2020) Linguistic intelligence is the intelligence in managing words, or the ability to use words effectively both orally and in writing. In such speech it stores additional information such as its context and function, Political dynamics are often influenced by strong emotions, such as anger or excitement, which causes the user to engage not only in rational discussions, but also in emotional exclamations that worsen the atmosphere of the debate taking place.

Maximum Appreciation (*Maxim Approval*) The maxim of appreciation requires participants to respect others and avoid disrespect. Politeness is shown by praising, appreciating, and avoiding insulting speech partners. Maximum appreciation according to Nugroho in (Pamilih et al. 2025) is a maxim that describes the speaker to give respect and reduce insults to the opponent. Although Tutaran emphasizes more appreciation for the quality of couples, experience, and youthful spirit. The following table connects the maximal theory of appreciation from Geoffrey Leech in the 2024 Presidential candidate debate,

Table 3. Maximum Appreciation in the First, Second, Third, Fourth, Fifth Debates

Yes	Speech	Context	Intention
1	"Thank you for your commitment, Mr. Prabowo is extraordinary"	In the context of this speech, a party wants <b>to appreciate</b> the seriousness, dedication, and consistency of the other party in carrying out certain tasks, promises, or responsibilities.	The speech is an expression of appreciation to someone or parties who have shown seriousness.
2	"I am happy to hear that answer Mr. Ganjar, I acknowledge the achievements of Mr. Jokowi's administration"	The context of this speech <b>expresses</b> happiness or appreciation, while acknowledging the success, contribution, or truth shown by other candidate pairs.	The speech acknowledges that what is conveyed has a basis, validity, or is worth considering.
3	"Mr. Prabowo has extraordinary, extraordinary firmness"	This context reflects <b>appreciating a</b> brave decision-making attitude and not hesitating in stating a stance or policy.	The speech affirmed his honest and open confession.
4	"Mas Gibran, I am very interested in the IKN and it is good as a legacy from Mr. Jokowi"	This context <b>states</b> that the other party is interested in something, be it an idea, activity, or social issue.	The speech feels interested, interested, or wants to know more about something or.
5	"Thank you, Mr. Gibran, Mr. Gibran has succeeded in becoming a Mayor as well as a successful businessman and even various major projects have been successfully built in Solo"	This context reflects the candidate pair wanting <b>to appreciate</b> or be grateful for the success that has been achieved, by acknowledging the role and contribution of the other party who helps.	The speech is an appreciation to someone or another party for the success that has been achieved.

The five speech data above focus more on providing encouragement and appreciation of what the current leaders have done, for this couple to bring progress to the nation. All speech serves to create a positive atmosphere and build stronger relationships between different parties by appreciating the couple's efforts to contribute to change and progress. Communication based on listening to each other is more than just an exchange of information, but it also builds healthier relationships (Harris-Kojetin et al. 2013). The five speeches

contained positive support that showed an optimistic and hopeful attitude towards the presidential and vice presidential candidates. The existence of positive emotions such as feelings of happiness has a very beneficial impact on a person's physical condition, this is because positive emotions play an important role in helping the body to reduce or physiological heights known as high arousal which generally arise due to the dominance of negative emotions (Scott, 2012).

Maxim of Simplicity (*Modesty Maxim*) This maxim encourages participants to be humble, not praise self, and respect others. Deviation occurs when the speaker is prejudiced or highlights his or her strengths. According to Rahardi in (Naira and Trigonometry 2022) The maxim of modesty, also known as the maxim of humility, emphasizes the importance of humility in speaking, humility and simplicity are highly valued, and even become one of the main benchmarks in assessing one's politeness. The following is a table that connects the theory of the maxim of simplicity from Geoffrey Leech in the 2024 Presidential candidate debate,

Table 4. Maxim of Moderation in the First, Second, Third, Fourth, Fifth Debates

Yes	Speech	Context	Intention
1	"Dear Mr. Gibran, what is the difference between tax revenue and Tax Ratio?"	This context is to ask questions or <b>ask</b> for clarification from other parties with respect and politeness.	The speech asks questions or requests for information to someone with the aim of getting an explanation.
2	"I am very happy to be on the same stage with great people like this, young people can exchange ideas with the party chairman and professors"	This context <b>shows</b> special respect, courtesy, and respect for those who have a higher position, position, or authority.	The speech means an expression of appreciation, admiration, and gratitude for the opportunity to meet or interact with someone who has extraordinary qualities.
3	"Mas Gibran, I respect you as a vice presidential candidate so I won't talk about trapping and trivializing"	This context <b>calls</b> for complaints, or dissatisfaction, but it is done with respect and courtesy towards the intended party.	It shows respect, appreciation, and politeness towards a certain person, thing, or value.
4	"Thank you, Mr. Prabowo, whom I respect, we provide a lot of curative aspects, don't forget the preventive aspects"	This context is to convey advice or <b>criticism</b> in a polite and respectful manner. The goal is that the input is well received without causing offense.	It shows respect, appreciation, and politeness towards a certain person, thing, or value.
5	"Once again, Gus apologizes, the IKN is not only building a government building but also a symbol of equality in Indonesia"	The context of this speech is in the communication situation of conveying explanations to <b>explain</b> but still using language politely, maintaining ethics, and showing respect for the candidate partner.	The speech provides a complete, detailed, and clear explanation of a matter.

This maxim of simplicity reflects the individual's ability to use language simply and unconvoluted when speaking which demonstrates effective and humble communication skills. This simplicity in language not only creates clarity in the delivery of messages but also contributes to the formation of warmer and more intimate interpersonal relationships with interlocutors or speech partners, indirectly eliminating social distance and the impression of arrogance, thus strengthening mutual trust and comfort in the communication process. The maxim of moderation according to Leech is to praise oneself, as well as to increase insults to oneself. The maxim of moderation is expected to be humble by reducing praise for himself (Button et al. 2022). The five speeches that have been presented explain that simplicity does not only reflect a good personality, it can be analyzed the appropriate type of data based on the linguistic context and text processing. In the speech, additional information such as context and function can be stored. Based on the analysis using the *dictionary* In Leech's theory of

politeness, the five speeches can be categorized in the same type of data, namely qualitative data in the form of a maximum of agreement. These two speeches reflect the speaker's attitude in political discussions that shows approval or encourages understanding in the public space but also strengthens social relationships and builds a positive image in daily interactions.

**Maksim Permufakatan** (*Agreement Maxim*) The maxim of agreement encourages speakers and speech partners to build compatibility in communication. Speech is considered polite if both agree, Violations occur when there is a mismatch that causes misunderstandings. Wijana in (Talk:Sma, 2025) Using the term Maximum Compatibility is used in the context of Maximum Consensus. This maxim is expressed through sentences that are expressive and assertive. That is, the maxim of compatibility emphasizes that the speaker and the opponent should try to increase the compatibility between them and reduce differences or incompatibilities. The following table connects the theory of maximal consensus from Geoffrey Leech in the 2024 Presidential candidate debate.

Table 5. Maximum Consensus in the First, Second, Third, Fourth, Fifth Debates

Yes	Speech	Context	Intention
1	"Frankly, this time I agree with Mr. Ganjar on the problem of corruptors"	This context <b>expresses</b> approval, agreement, or support for an opinion, decision, idea, or action proposed.	It states that we agree, agree, or support his views.
2	"Thank you for turning out to be on this issue between the three of us, we are relatively in agreement"	This context <b>states that the</b> sentence of agreement can be in the form of verbal or nonverbal expressions that indicate that the party agrees or is in line.	It states that we agree, agree, or support our views.
3	"I strongly agree that the judiciary is very independent, the judiciary must be strong and should not be interfered with by interests"	This context <b>is convincing</b> and supports the input or proposal that has been given. This statement indicates that the advice is considered useful and relevant.	It shows respect, appreciation, and politeness towards a certain person, thing, or value.
4	"In what Mr. Anis said today, I agree with me, I agree to make the judiciary strong"	This context reflects the same thoughts, or attitudes as others about something. In the context of communication, <b>expressing</b> consensus shows support.	It states that we agree, agree, or support our views.
5	"Once again, I agree a lot with Mr. Ganjar, so it is true that the overlap must be resolved by the highest leadership"	This context reflects the same thoughts, or attitudes as others about something. In the context of communication, <b>expressing</b> consensus shows support.	It states that we agree, agree, or support our views.

The five speeches above reflect a democratic attitude regarding support for other spouses while still respecting the outcome as part of a consensual process. Consensus is carried out by means of decision-making through mutual agreement, in the sense that the decision-making process of the majority vote often holds the main power or authority in determining the direction or final outcome of the decision, indicating that the views or aspirations that are most supported by the members of the group get priority to be realized (Pratiwi and Sunarso 2018). The five speeches can be analyzed as appropriate data types based on the linguistic context and text processing. In the speech, additional information such as context and function can be stored. The speech, if analyzed in terms of function, is included in the maximum consensus on "Thank you, it turns out that on this issue between the three of us we are relatively in agreement" shows the expression of personal political preferences, but is balanced with assertive statements that prioritize an attitude of respect for the results of the debate. Based on the analysis using the *dictionary* In Leech's theory of politeness, both speeches can be categorized in the same type of data, namely qualitative data in the form of a maximum of

agreement. These five speeches reflect the attitude of the speaker in political discussions that show approval or encourage understanding in the public sphere.

Maksim Kesimpatisan (*Sympath Maxim*) The maxim of sympathy encourages participants to behave with each other sympathy. Antipathy or cynicism is considered impolite and violates social norms. The sympathy maxim put forward by Febriasari in (K. Journal 2025) appealing to speech participants to maximize the attitude of sympathy between humans in speaking. The following table connects the theory of the maxim of sympathy from Geoffrey Leech in the 2024 Presidential candidate debate.

Table 6. Maxim of sympathy in the first, second, third, fourth, fifth debates

Yes	Speech	Context	Intention
1	"After I traveled, especially in Central Java, Mr. Ganjar the farmers there were very difficult to get fertilizer"	Context in communication that <b>expresses</b> dissatisfaction or objection.	The speech provides a complete, detailed, and clear explanation of a matter.
2	"Unfortunately, not everyone can stand to be an opposition as Mr. Prabowo said, he cannot stand being an opposition"	This context <b>prohibits</b> being in a state of disagreement and feeling very burdened, disturbed, or depressed by a situation.	The speech is in feeling difficult, heavy, or facing a position or condition as a certain party in a situation.
3	"Be careful, the people are sensitive if taxes are increased because we have repeatedly offered tax amnesty, many people do not want to"	This context <b>calls for</b> warnings or advice to others to be more careful.	The speech advises a person to be careful or avoid something.
4	"Thank you Mr. Gibran for what you said just repeating what I said, I want to deepen again that the amount of our land is very large"	This context is <b>to provide</b> additional criticism of ideas, plans, or opinions that have been submitted by the candidate pair.	It shows respect, appreciation, and politeness towards a certain person, thing, or value.
5	"Maybe it's incomplete that you hear my words, which is important free internet or free lunch?"	This context is <b>to convince clear</b> , firm, and satisfactory answers about things such as decisions, time, and willingness.	The speech feels that they do not fully understand or understand the information.

The five speeches reflect a neutral, inclusive, and democratic attitude in facing the election of leaders. Sympathy requires the speaker and the opponent to maximize sympathy, and minimize the sense of antipathy to the opponent (Artalisananada, Astuti, and Suprayitno 2021). The above speech shows respect, appreciation, and courtesy to a specific person, thing, or value. An attitude of antipathy or displeasure towards a speech participant, especially in important social situations, can be considered as disrespectful behavior or lack of respect for norms of politeness in communication. For example, when the speaker experiences success, gains happiness, or achieves a certain achievement, it is a social obligation for the speaker to express appreciation as a form of support and respect, the speaker is also expected to show empathy through expressions of condolences or sorrow because these actions do not only reflect politeness in communication (Adolph 2016). Based on the analysis of the appropriate data type based on the linguistic context and the processing of the text in the speech, it can store additional information such as its context and function. Based on the analysis using the dictionary approach in Leech's theory of politeness, on speech "Be careful, the people are sensitive if taxes are increased because we have repeatedly offered tax amnesty, many people do not want to" contains an attitude of giving warnings to inappropriate parties in a very serious way.

Table 7. The Use of Language Politeness by the Candidates in the First, Second, Third, Fourth, Fifth Debates

Yes	Types of Speech	Forms of speech	Sum
1	Expressive	Criticize	3
		Appreciate	1
		Appreciate	2
		Deliver	1
2	Directive	Invite	1
		Mempengaruhi	1
		Appealed	3
		Request	3
		Convince	2
3	Declarative	Forbid	1
4	Representative	Explain	7
		Menyebutkan	1
		Explain	3
		Show	1

In expressing opinions during the debate, the most dominant type of speech used by presidential and vice presidential candidates is expressive 7 data in the form of criticizing, appreciating, appreciating, conveying. Furthermore, in addition to that, it also uses 10 types of deidirective speech actions in the form of inviting, influencing, urging, requesting, and convincing. Furthermore, the type of declarative speech 1 data is in the form of prohibition. For the last one, representative speech is 12 data in the form of stating, mentioning, explaining, and showing. In the processing of the data that has been processed, it is designed in the form of a percentage diagram with the following elements of politeness.



**The Relevance of Progressive Politeness in the Debate of Presidential Candidates and Vice Presidential Candidates as Teaching Materials for Indonesian Speech Texts**

In the speech quotes that have been described, which amount to 30 politeness data found during the first to fifth presidential and vice presidential candidate debates, based on the research conducted politeness on the debate data using language that can be understood by students, the use of language used or displayed is still in the form of words or sentences that are often encountered and used in daily life. For example, the word *Thank You* which means a greeting for giving or helping something, then in the word greeting or calling *Mr. Gibran* which means not so far from our daily lives because it is common in mentioning words for respected people or people older than the speaker. Thus, it can be concluded that the linguistic aspects displayed in the debate between presidential candidates and vice presidential candidates have adequate quality and relevance to be used as teaching materials in Indonesian language learning at the school level. This is because the use of language in the debate reflects the level of language that is in accordance with the linguistic ability of students,

so that the material can be used as a concrete reference that is easy to understand and contextual for students.

Through learning Indonesian in educational institutions, language politeness is a learning that seems very effective in supporting the polite attitude possessed by the personality of students, therefore in this study, the researcher prioritizes focusing on the principle of language politeness according to Geoffrey Leech in the debate of presidential and vice presidential candidates in 2024. Researchers have observed how much speech includes maximum obedience to language politeness, in the speech that has been done there is speech between peers. The use of language in debates that shows politeness and precision in communicating provides a real example for students of how to speak well and correctly in formal situations. Through the analysis of the speeches delivered in the debate, students not only learn about the structure and use of language, but also understand the importance of choosing the right words, intonation, and speech attitudes according to who their speaking partner is and according to the context of the ongoing situation. Therefore, this debate has a very high educational value and is important because through the debate process students not only gain additional knowledge and broader insight about the concept of language politeness but also learn how to apply these principles in daily communication practices, in the formation of students' character, especially in terms of their ability to speak and interact politely and effectively. In addition, through debates, students are also taught to appreciate the diversity of opinions and differences of viewpoints that arise in the discuss so that they can establish harmonious and mutually respectful social relationships in various social communication situations. Debate is not only a means to hone speaking skills but also serves as a forum for learning essential social values in forming a mature and civilized person so that students can use polite language to interact in all social situations both in the community and in the school environment. In the research that has been carried out, there are points of politeness that are material in learning in building a class to have quality in learning, including the following.

#### *Politeness Becomes an Example*

The application of politeness various speech actions between teachers and students in speaking directly to educational institutions such as asking, suggesting, and asking questions that use imperative, declarative, and directive speech with politeness markers in the form of apologies, ask for help, and excuse. The application of the principle of politeness in speech, especially in forms of communication such as asking for something, giving advice and asking questions, is done through the use of various strategies that can be categorized into direct strategies or indirect strategies, usually involving explicit and clear expressions in conveying the intention while indirect strategies use more implicit or subtle ways to get the message conveyed in a more polite way And considering the feelings of the other person, these two types of strategies appropriately reflect a good understanding and awareness of the social relationship between the speaker and the speaker.

#### *Politeness as a Pioneer*

Politeness that plays a pioneer role in a learning process shows that this element has a very important and fundamental position. Politeness is the initial element that opens and determines the direction of communication in the teaching and learning environment. Politeness not only serves as a social rule but also as the main foundation that allows for healthy and supportive communication relationships between all parties involved. The consistent application of politeness will encourage the creation of quality and meaningful interactions in the learning process so that educational goals can be achieved more effectively.

#### *Politeness as an Initiator*

Politeness is also a form of respect, the initiator's speech is generally used specifically in the context of formal or official communication events where the situation requires caution in language and maintaining speaking ethics. The use of this speech is very closely related to the cultural background of the Javanese people who are known to have high values and norms of politeness in social interaction. In Javanese culture, the use of certain expressions in communication is not only a means of conveying messages, but also as an effort to show

respect, maintain harmony, and maintain politeness between individuals in society. The initiator's speech is an important part of language practices that reflect cultural values, especially in maintaining manners and ethics in a social environment that upholds manners such as, "*nyuwun pangapunten*".

#### *Politeness as well-being*

Welfare-oriented politeness to form communication conditions that take place in an atmosphere of mutual respect between the participants of this politeness not only serves as a form of respect for social norms and speaking ethics but also contributes significantly to creating healthy interpersonal relationships and supporting the achievement of social welfare more broadly, when communication is carried out on the basis of politeness, then Interaction not only becomes more effective and efficient but also involves a deeper emotional element, thus politeness is not only a polite communication tool but also an emotional bridge that strengthens social attachment and improves the quality of relationships between individuals in society.

#### *Politeness as a Leader*

Politeness as a leader means politeness in speaking and acting as a controller in a communication or social interaction. Politeness in leaders using polite language and attitudes in respecting others, and maintaining communication ethics in every speech or action, this politeness reflects the quality of leadership that not only rules in general using non-rude language, respects differences of opinion and listens to speech partners and shows empathy and care through speech.

## CONCLUSIONS

Based on the results of the analysis of 30 speech data in the 2024 presidential and vice presidential candidate debates, it can be concluded that the use of language in the debate reflects the principles of language politeness that are relevant and in accordance with the language level of students. The language used in the debate is communicative, easy to understand, and contextual with daily life, so it is suitable as a teaching material in learning Indonesian. This research emphasizes the importance of politeness as a key element in shaping the character of students, both in the context of learning and in social life. Through a pragmatic approach, especially Geoffrey Leech's theory of politeness, it was found that various forms of speech in debate, such as inter-peer and inter-age speech, show adherence to the maxim of politeness that can be used as concrete examples in learning. In addition, the five main points identified in this study, namely politeness as an example, pioneer, initiator, welfare, and leader, prove that politeness is not only a linguistic aspect, but also has high educational and moral value. Thus, politeness in language in political debates can be an effective learning model in forming polite, ethical, and respectful communication of differences, both in the school environment and the wider community.

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