

STUDENTS' LANGUAGE POETTY IN COMMUNICATION ON WHATSAPP MEDIA (CASE STUDY ON STUDENTS OF THE DEPARTMENT OF PBSI FBSB UNY)

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ABSTRACT

This research aims to explain and describe the forms of communication between PBSI Department students via Whatsapp (WA) media. The formulation of the problem in this first year consists of five problems, namely: (1) the form of speech in communication between students and lecturers in WA media, (2) the use of politeness maxims in student communication in WA media, (3) the factors that the background for the use of politeness maxims in student speech in WA media, (4) deviations from politeness maxims in student communication in WA media, (5) factors underlying deviations of politeness maxims in student speech in WA media.

This research is a qualitative descriptive study using the Leech ten principles of politeness approach. The objects of this research are students from the Department of Indonesian Language and Literature Education class 2019/2020-2021/2022. The steps for obtaining data are by recording and listening to all student WA events to PBSI Department lecturers during the 2022-2023 period. The data analysis technique was carried out qualitatively.

The focus of the study is to describe the form of politeness, measure the scale of politeness and compile politeness instruments that can be used as guidelines for the preparation of forms of communication in WA media. The research approach in this study uses a theoretical approach to politeness principles from Leech (2014), by utilizing ten politeness maxims which are used as guidelines for the criteria for compiling a politeness scale and signs of polite speech acts in WA media.

Kata Kunci: *speech acts, politeness maxims, use of politeness maxims, deviation from politeness maxims*