

The Analysis of Maxim in Student and Lecturer Conversations through WhatsApp Messenger

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ABSTRACT

The presence of instant messaging applications and its practice in daily life makes it easier for us to communicate without space and time limitations. This study aims to describe the adherence to politeness principles in WhatsApp messages sent by students to lecturers during thesis guidance. The method used is the descriptive method. The collecting data is in the form of utterances in WhatsApp messages which show adherence to the principle of linguistic politeness. The data collection technique used is the documentation. Data analysis steps (1) collecting WhatsApp messages, (2) reading messages, (3) identifying maxims, (4) classifying maxims, (5) analysing maxims, and (6) conclusions. The results of the study show that speech between speakers and speech partners (lecturers and students) fulfils the rules/principles of maxims.

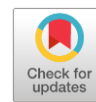
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INTRODUCTION

The development of information and communication technology has an impact on all areas of life, including education. The utilization of information and communication technology in education can improve the quality of learning. When a pandemic hits, students and teachers will maximize the use of technology due to limited space and time. Digital media is important to be applied in the world of education because it can present interesting and interactive contextual, visual and audio learning materials. Advances in digital technology in the field of education make it easier to find information on learning materials with the help of the internet such as e-books/e-learning. This progress makes it easier for every educator to learn to improve student achievement. Technology can make a positive contribution to learning and material achievement. Learning carried out using information and communication technology can run effectively. Information technology-based learning systems can lead to positive experiences if lecturers or teachers and students or students can be in sync with each other in mastering the technology (Khusniyah, Lailatul, N, Hakim, 2019).

Social media has become part of the lifestyle of Indonesian people. With more than 200 million people population, there are many internet users in Indonesia. It has an impact on the use of social media. The emergence and development of the internet changed the communication way in society (Watie, 2011). Communication can occur anywhere, anytime, without being limited by space and time. Social media can change the paradigm of

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communication for the community. During a pandemic, the use of social media to support the continuity of education is very common. WhatsApp as one of the social media nowadays is widely used for socializing purposes as well as for delivering messages both personally and in group discussions, but in its use, there are some rules. One of the rules or ethics of communicating via short messages is politeness. Politeness is a cultural phenomenon. It can be considered polite by one culture may not be the case with other cultures. Politeness in the language is one of the studies of pragmatics. If someone discusses language politeness, it means talking about pragmatics also. The purpose of politeness, including language politeness, is to make the interaction more pleasant, not threatening each other, and make the conversation more effective. This article aims to describe the analysis of several speech acts of politeness between lecturers and students.

Technological developments in the field of communication, the presence of WhatsApp instant messaging, influence the development of the use of language in social interaction. WhatsApp is a social media application which involves direct messaging as well as sharing media including voice messages, videos, and photos among others (Steele, 2014). Through WhatsApp, one can make calls, and send messages, pictures, voice messages, and documents. WhatsApp is an internet-based application that is one of the most popular impacts of the development of information technology. WhatsApp Messenger is a cross-platform messaging application that allows us to exchange messages without SMS fees because WhatsApp Messenger uses an internet data plan. Larasati, et al (2013), WhatsApp is an application for instant messaging and allows us to exchange images, videos, photos, voice messages, and can be used to share information and discussions. WhatsApp is a type of social media that makes it easy for users to interact and communicate with each other, and can be used as a discussion forum and dissemination of learning materials. Based mainly on features, usability, functions, and convenience, instant messaging sites have become increasingly popular, but they could also encompass issues regarding social intimacy and negative feelings (Si, 2012). A previous research indicated that WhatsApp has in fact changed the way in which college students communicate with one another. During WhatsApp interactions it was narrowed down to the top two causes for miscommunications; including misinterpreting the other person's tone when texting followed by lack of facial expressions causing miscommunication (Ali, M. S. S., Kootbodien, 2017).

In relation to education, WhatsApp has several benefits that can be taken by students, including: 1) Make it easier for students to communicate and find information outside the classroom. 2) In addition to discussing, WhatsApp is used for media announcements regarding schedules or assignments. 3) Make it easy for students to ask questions, discuss and get information from friends or teachers or lecturers. 4) it can give or receive lecture information quickly without meeting face to face.

A speech act is a theory that examines the meaning of language based on the relationship between speech and actions taken by the speaker. Speech acts are pragmatic elements that involve speakers and listeners or writers and readers and what is being discussed. Speech is the main means of communication and has a real meaning in communication, with the form of speech involving two parties under certain conditions (Chaer, 2010). Speech acts are a theory that examines the meaning of language based on the relationship between the actions and speech of the speaker (Searle, 1970).

Language politeness is one of the studies of pragmatics. Language politeness is reflected in the procedures for communicating through verbal signs or language procedures. Politeness is a behavior that is expressed in a good or ethical way. Politeness is a cultural phenomenon, so what is considered polite by one culture may not be the case with other cultures (Zamzani, 2010). Politeness research examines the use of language in a particular language community. The speech community in question is a society with various backgrounds in social and cultural situations that accommodate it (Rahardi, 2005). Furthermore, he states that in actual speaking activities, people always consider whether the speech used is classified as polite speech or not polite speech.

Politeness, courtesy, or etiquette are procedures, customs, or habits that apply in society. In society, politeness can also be called manners, or in our language, it is called unggah-ungguh. According to (Leech, 1983), language politeness can be done through speech actors who comply with the principles of language courtesy that apply in the language-speaking community. To keep other people's faces when communicating, a strategy is needed. The principle of politeness has several maxims, namely tact maxim of tact, maxim of generosity, maxim of approbation, maxim of modesty, maxim of agreement, and maxim of sympathy (Brown, P., & Levinson, 1987). The principle of politeness relates to the two conversation participants, namely oneself and others. The following is an explanation of some of the maxims stated earlier. (1) Tact maxim, the basic idea of tact maxim in the principle of politeness is that the participants in the conversation should adhere to the principle of always reducing their own benefits and maximizing the benefits of the other parties in speaking and conversation activities. (2) Maxim of generosity, the generosity maxim states that the participants in a speech or conversation are expected to respect others. Respect for others will occur if people can reduce benefits for themselves and maximize benefits for other parties. (3) Maxim of approbation, this maxim explains that a person will be considered polite if they always try to give approbation to other parties. This maxim expected that the participants in the speech do not ridicule, insult each other, or belittle each other. (4) Maxim of modesty, in the maxim of modesty, participants are expected to be humble by reducing self-praise. (5) Maxim of agreement, in this maxim, it is hoped that the speech participants can foster compatibility or consensus in conversation activities. (6) Maxim of sympathy, this maxim expected that the speech participants can maximize the attitude of sympathy between one party and another.

During the thesis guidance, the communication between students and lecturers more intense using social media WhatsApp. However, communication between students and lecturers via WhatsApp needs to understand the ethics that must be done. When communicating with lecturers, students must apply politeness in their speech. The lecturer is someone who is respected, the differences in status affect the use of the language used when communicating. Launching from the Unpar FISIP page, the following are some of the ethics that students and students need to know and do in communicating with lecturers and teachers via short messages or WA. (1) Pay attention to the time. You should not send messages during breaks, during worship hours, or on holidays. (2) Begin the message with a greeting and self-introduction. (3) Briefly state your needs. (4) Use formal language and avoid abbreviations. Also pay attention to the use of punctuation marks, capital letters, and make sure there are no typos. (5) End the message by saying thank you or greeting. (6) Avoid questions that 'interrogate' the lecturer. Based on the background described above, the author is interested in studying Does the conversation between lecturers and students via WhatsApp instant messaging during the thesis guidance process fulfill the maxim principle?

METHOD

This research used the descriptive qualitative method. The qualitative method is a research procedure that produces descriptive data in the form of written or oral explanations of the subjects observed. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social human problem. Qualitative research relates to ideas, perceptions, opinions or beliefs of the person being studied and all of them cannot be measured by numbers (Creswell, 2012). Conversational utterances between lecturers and students at Unila's English education master's program became the object of this research. To collect the data, the researcher used documentation technique. The documentation technique is carried out on utterances written by students to lecturers or vice versa via WhatsApp messages. The data or whatsapp messages are collected while students are carrying out thesis guidance from 2022 to 2023. Data analysis steps (1) collecting whatsapp messages, (2) read the messages, (3) identifying maxims, (4) classifying maxims, (5) analysing maxims, and (6) conclusions.

FINDINGS AND DISCUSSION

Findings

The following is a conversation transcript that has been collected and classified based on the types of maxims.

Table 1. Conversation 1

Observance of the tact maxim can be seen in the following example.		
Student	:	Alright Mam, I immediately printed the requirements.
	:	Thank you very much for the advice
<i>Assalamualaikum wr.wb</i>		
Excuse me, permission to ask, can I meet (lecturer's name) to ask for (lecturer's name) signature on the thesis approval sheet as a requirement for registering the seminar results?		
<i>Wassalamualaikum wr.wb</i>		
Lecture	:	<i>If you're still in campus, just leave it at Mba Nur. Tomorrow I will sign.</i>

Table 2. Conversation 2

Observance of the maxim of generosity can be seen in the following dialogue		
Student	:	Assalamualaikum wr.wb, good afternoon
	:	Excuse me (lecturer's name) I am sorry to disturb your time. My name is (Student's name), an MPBI student, and (lecturer's name) is my thesis advisor. Regarding the progress of my thesis, I have prepared chapters 4 and 5. Therefore, I need direction and guidance from (lecturer's name) as my thesis advisor, when do you have time, sir?
	:	Thank you
	:	Wassalamualaikum wr.wb
Lecture	:	<i>Just send it through WhatsApp. Tomorrow I'll read</i>
Student	:	Alright Sir.

Table 3. Conversation 3

Observance of the maxim of approbation can be seen in the following dialogue		
Student	:	Assalamualaikum wr.wb, Good afternoon
	:	Excuse me (lecturer's name) I am sorry to disturb your time. My name is (Student's name), an MPBI student, and (lecturer's name) is my thesis advisor. Regarding the progress of my thesis, I have conducted guidance with (lecturer's name) as the first supervisor, Alhamdulillah she gave directions to conduct research. In this regard, I request guidance from (Lecturer's name) for the next step.
	:	Thank you.
	:	Wassalamualaikum wr.wb
Lecture	:	WELL THAT'S THAT THEN. PLEASE DO THE RESEARCH
Student	:	<i>Alhamdulillah, alright Sir.</i>
	:	<i>Thank you for the guidance.</i>

Table 4. Conversation 4

Student	:	Assalamualaikum wr.wb, Good afternoon Excuse me (lecturer's name) I am sorry to disturb your time. My name is (Student's name), an MPBI student, and (lecturer's name) is my thesis advisor. I would like to confirm that I have sent the draft module to the email address (lecturer's name). Thank you. Wassalamualaikum wr.wb
Lecture	:	Remind me after Nov 15 to send my feedback Thank you
Student	:	Alrght Mam, thank you
Lecture	:	You will, Mam. (that's more appropriate). The example of dialogue in the escape plan movie (please watch)
Student	:	<i>Thank you for the correction Mam</i> <i>I apologize for my mistake</i>

The following is an example of a dialogue or conversation that uses the maxim of agreement

Table 5. Conversation 5

Student	:	Assalamualaikum wr.wb Good morning (lecturer's name), sorry to disturb the time, my name is (Student's name), I am an MPBI student class of 2020. I am currently working on a thesis entitled Developing Corpus-Based Descriptive Text Learning Material Using a Text-Driven Approach for Grade 7 Junior High School. Therefore, I ask for help (lecturer's name) to be willing to become a validator on the teaching materials that I have compiled. In this regard, when can I meet (lecturer's name) to submit teaching materials and assessment instruments, Prof? Thank you. Wassalamualaikum wr.wb
Lecture	:	Ok
Student	:	Thank you in advance Prof. <i>I guess I can see (lecturer's name) when will it be?</i>
Lecture	:	<i>Friday. I think it is better. After Friday prayers.</i>
Student	:	Alright, Prof.

Table 6. Conversation 6

Student	:	Assalamualaikum wr.wb, Good morning Excuse me (lecturer's name) I am sorry to disturb your time. My name is (Student's name), an MPBI student, and (lecturer's name) is my thesis advisor. Regarding the progress of my thesis, I have improved and revised some instruments and prepared some material related to my topic. <i>Therefore I need direction and guidance from (lecturer's name), I guess when there is time, sir?</i> Thanks. Wassalamualaikum wr.wb
Lecture	:	<i>If you have time later in the afternoon, you can meet me around 14.00 at UPT Bahasa.</i>
Student	:	Alright Sir.

Table 7. Conversation 7

Student	:	Assalamualaikum wr.wb Excuse me, permission asks, <i>can I meet (lecturer's name) to ask for your signature on the approval thesis sheet as a requirement for registering for the results seminar?</i> Wassalamualaikum wr.wb
Lecture	:	<i>Well. Meet me at UPT BAHASA at 2.30pm</i>
Student	:	Alright Sir

The following is an example of a dialogue or conversation that uses the maxim of sympathy

Table 8. Conversation 8

Student	Assalamualaikum wr.wb, Yth. (Lecturer's name), selaku dosen pembimbing Tesis II Selamat malam, mohon maaf mengganggu waktunya, saya (Student's name) mahasiswa MPBI angkatan 2020, mohon izin saya hendak menyampaikan kembali undangan seminar proposal tesis untuk ujian seminar proposal saya yang akan dilaksanakan pada hari Senin tanggal 4 Juli 2022 di ruang N3-6 pukul 10.00 s.d selesai. Demikian undangan ini saya sampaikan, atas perhatiannya saya ucapkan terima kasih. Wassalamualaikum wr.wb
Lecture	<i>Ya. Inshaallah. Semoga berjalan lancar</i>
Student	<i>Aamiin, matur nuwun pak.</i>

Table 9. Conversation 9

Student	Assalamualaikum wr.wb, good afternoon Excuse me (lecturer's name) I am sorry to disturb your time. I just did some guidance with (lecturer's name) as the first supervisor. Alhamdulillah she agreed to Semhas. Therefore I need direction and guidance from (lecturer's name) as the second advisor, I guess when there is a time, sir? Thank you.
Lecture	ALHAMDULILLAH. JUST REPORT TO (lecturer's name) TO SET THE SEMHAS SCHEDULE.
Student	Alright Sir. Thank you for the advice.

The following is an analysis of the data obtained from communication between lecturers and students. The speech between the speaker and the speech partner in conversation 1 obeys the maxim of wisdom, marked by greeting at the beginning of the sentence "*Assalamualaikum wr.wb*" and "*Wassalamualaikum wr.wb*" at the end of the sentence, which is a form of respect and self-esteem for the speech partner. Then, based on the conversation, it concluded that the student wanted to meet with the supervisor to ask for a signature as a sign of approval. The lecturer, as the student's supervisor, shows his wisdom in the sentence "*If you're still in campus, just leave it at Mba Nur. Tomorrow I will sign.*" The lecturer as the speaker asked the students to leave an agreement letter with someone, so that students did not have to wait for it. This fulfills the tact maxim principle which maximizes profits for other parties (students).

Conversation 2 is classified into generosity maxim. In this conversation, each participant should respect the others. The form of respect like reducing benefits to oneself and maximizing benefits to other parties. In the dialogue above, speakers (students) want to carry out guidance with speech partners (lecturers). But it does not happen, so speech partners ask for the draft to be sent via electronic messages. The author considers that this fulfills the principle of the generosity maxim because the speech partner makes it easier for the speaker to convey something. Therefore, on conversation 3, speech "*Alhamdulillah, alright Sir. Thank you for the guidance.*" shows that the speech partner expresses praise to the speech partner for giving direction or assistance to the speaker.

The utterance "*Thank you for the correction, Mam.*" and "*I apologize for my mistake*" in conversation 4 shows that the speaker apologizes to the speech partner for making a mistake in responding to the conversation. By saying thank you and apologizing, speakers, in this case, students, try to maximize respect for speech partners (lecturers). Conversation 5 to 7 are the example of a conversation that uses an agreement maxim. The speaker submits his opinion to the speech partner regarding the right time to be able to meet the speech partner for guidance in the following quotation,

"I guess, I can see (lecturer's name) when will it be?"

"Therefore I need direction and guidance from (lecturer's name), I guess when there is time, sir?"

"Can I meet (lecturer's name) to ask for your signature on the approval thesis sheet as a requirement"

Based on the questions above, the following responses were obtained

"Friday. I think it is better. After Friday prayers."

"If you have time later in the afternoon, you can meet me around 14.00 at UPT Bahasa."

"Well. Meet me at UPT BAHASA at 2.30pm"

Based on the conversational dialogue above, it fulfills the principle of consensus maxim because it mutually maximizes compatibility between speakers and speech partners. It can be seen that the speaker fulfills the indicators of giving an opinion without

having to force the speech partner. The speech partner shows that the speaker and the speech partner have an agreement and the speaker can accept the answers given by the speech partner.

The conversation 8 and 9 in the dialogue above fulfills the maxim of sympathy. In the following conversation excerpt "*Ya. Inshaallah. Semoga berjalan lancar*", the speaker gives sympathy and at the same time prays for the speech partner about the plans to be implemented by the said partner. While the following conversation excerpt is "*Alhamdulillah. Just report to (lecturer's name) to set the semhas schedule.*" The expression Alhamdulillah in the conversation excerpt shows the speaker's sympathy for the speech partner. It can be concluded that the two dialogues above fulfill the principle of the sympathy maxim because the speaker maximizes sympathy and minimizes antipathy towards his speech partner.

CONCLUSIONS

In conversations between students and lecturers or vice versa, both use a lot of positive politeness in communicating. The adherence to the maxim of wisdom found was the use of greeting at the beginning of the speech. In compliance with the generosity maxim, the speaker has the will to help the speech partner and has the awareness not to burden the speech partner. Compliance with the maxim of appreciation is in the form of saying thank you as a form of appreciation. Adherence to maxim of agreement, the speaker does not force the speech partner and does not harm the speech partner. In compliance with the sympathy maxim, the speaker expresses his concern for the speech partner, in the form of prayers, hopes, and utterances that pleased the hearer. In the future, the writer suggests that those who are interested can search for types of conversations and other research sources

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