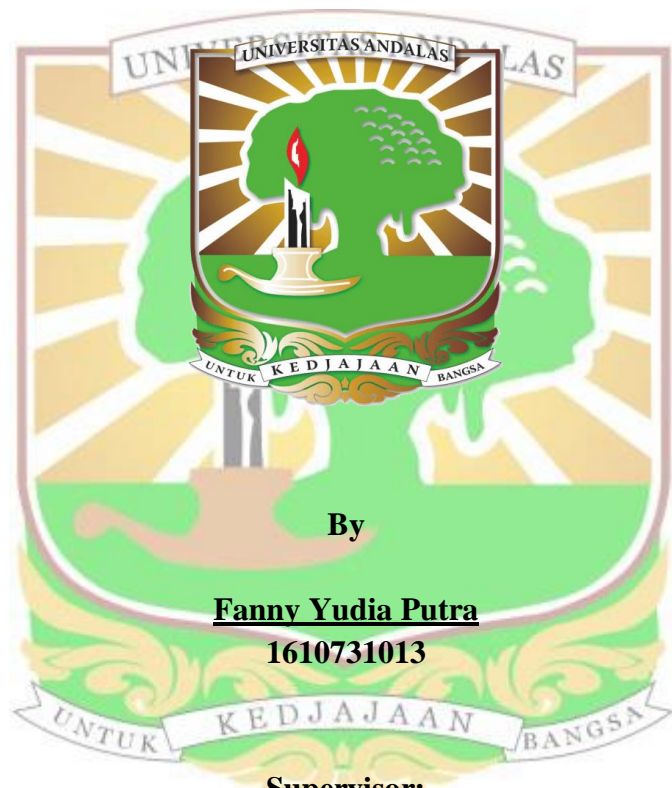


# **POLITENESS STRATEGY OF SHORT NOTICES AT COFFEE SHOPS IN PADANG**

**A Thesis**

*Submitted in Partial Fulfilment of the Requirement for the  
Degree of Sarjana Humaniora*



**By**

**Fanny Yudia Putra**

**1610731013**

**Supervisor:**

**Prof. Dr. Oktavianus, M.Hum**

**English Department - Faculty of Humanities  
Andalas University  
Padang  
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## ABSTRACT

This research focuses on politeness strategy used in short notices at coffee shops in Padang. This research aims to identify the types of politeness strategy and the factors influencing the choice of politeness strategies used in short notice by coffee shops. The source of data in this research was obtained from the pictures of short notice which use English that were taken from the 20 coffee shops in Padang. The data were collected by using the non-participant observation method. Then, the data were analyzed by using the theory of politeness strategy and factors influencing the choices of politeness strategies proposed by Brown and Levinson (1987). The results of the analysis are presented descriptively and using tables. From this research, the writer found 34 short notices that can be grouped into three types: (1) *Bald on Record*, (2) *Positive Politeness*, and (3) *Negative Politeness*. This research showed that the types of politeness strategy which are often used in short notice by 20 coffee shops in Padang is *Bald on Record Strategy*, 27 times (79,42%). There are two factors influencing the choices of politeness strategies in this research, they are the payoffs and the circumstances. The payoffs included the payoffs of doing Bald on Record, the payoffs of doing Positive Politeness, and the payoffs of doing Negative Politeness. Additionally, the factors of circumstances including the social distance, relative power, and ranking of impositions.

**Key Words:** *Politeness, politeness strategy, positive politeness, negative politeness, bald on record*

