

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 CONCLUSION

In this chapter, the writer wants to conclude the results of the analysis from the previous chapter. The analysis results include the types of politeness strategies used in short notices at coffee shops in Padang and the factors influencing the choices of politeness strategies used in short notices at coffee shops in Padang.

Based on the data analysis, there are 33 short notices containing types of politeness strategy proposed by Brown and Levinson (1987). The types of politeness strategy that are found in this research can be grouped into 3 groups. They are Bald-On Record strategy 27 times (81,82%), Positive Politeness strategy 4 times (12,12%), and the last is Negative Politeness strategy 2 times (6,06%). Politeness strategy that are not found in this analysis is Off Record Strategy. The highest types of politeness strategy that used by coffee shops is Bald on Record strategy because the owners of the coffee shops want to state something clearly to avoid misunderstanding and misinterpretation with the customers.

The 20 coffee shops delivered their short notices in different forms such as whiteboards or blackboards, acrylic displays, stickers, wood carvings, etc. The writer found the most words used in short notices found in 20 coffee shops are open, close, order here, order & pay here, etc. Moreover, the writer found use of Indonesian words in some of the short notices. Words such as *buka*, *tutup*, *tarik*, *dorong* used to make it easier for customers who don't understand English well. In

addition, the use of Indonesian words in several short notices is due to the location of the 20 coffee shops in Indonesia.

There are two factors that influencing the choice of politeness strategies used in short notice at coffee shop in Padang. Firstly, the owners of the coffee shops consider the payoffs of three strategy that found in this analysis. Payoffs of Doing Bald on Record Strategy used to avoid misunderstanding, Payoffs of Doing Positive Politeness Strategy used to raise such a mutual friendship with the customers, and Payoffs of Doing Negative Politeness Strategy to minimize the imposition.

Secondly, the owners consider the circumstances among him/her and the customers in the coffee shops. The owners can measure the weight of FTA by considering social distance, relative power, and ranking of imposition. Then, the owners can choose and apply the appropriate strategy. In Social Distance, the owners use mostly Bald on Record Strategy because they are bound in the same context. It showed there is no social distance between the owner and customers. In Relative Power, the owner of the coffee shop has more power than customers because the owner is the one who regulates the policies at his/her coffee shop. In addition, the relationship between the owner and customers is an asymmetric relationship which one the owners have more or better information than customers. In Ranking of Imposition, the owners of the coffee shops have great ranking of imposition. The owners applied Negative Politeness Strategies by conveying apologize which was considered more polite. In addition, the owners and the customers are strangers who meet for the first time.

4.2 SUGGESTION

This research still far from perfection. Overall, this research is conducted to identify the politeness strategy used in short notice at coffee shops in Padang and the factors influencing the choice of politeness strategies used in short notices at coffee shops in Padang. Thus, the next researcher expected can analyze the use of politeness in a new object, context or sources. Furthermore, this research openly contributes for those who have interest in pragmatics. Therefore, this research can be a reference for a further researcher who wants to research a similar topic. In addition, this research can also enrich the knowledge about politeness strategy in society.

