Language Politeness of Presidential and Vice-Presidential Candidates 2024-2029 Period in Campaign Impressions on TikTok Social Media

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ABSTRACT

To attract public attention, presidential and vice-presidential candidates conduct campaign activities as a form of introduction and delivery of their work programs through 'sweet message and promise'. In delivering these messages, intentionally or unintentionally, sometimes the candidates use language that is less polite. This is interesting to study from the aspect of politeness. Therefore, the researchers were interested in examining the language politeness This research was conducted using descriptive research approach. The theory used was Leech's politeness principle. The research data were in the form of expressions containing the maxims of politeness sourced from TikTok social media campaign showed and obtained using documentation techniques with the instrument of documentation study guidelines. Then, the data were processed using the extra lingual pairing method. From the results of the study, it is concluded that the maxim of generosity is the most widely used maxim in the campaign for the election of the president and vice president of Indonesia for the 2024 elections. Through the use of this maxim, candidates try to humble themselves in the hope of gaining public sympathy so as to get a lot of votes and win the contestation. The contemporary context, the specific application of politeness theory to political campaigns on a modern social media platform became the novelty of this study. By pursuing these avenues, future researchers can deepen the understanding of political communication strategies and their effects on the electorate.

Keywords: Campaign; presidential and vice-presidential candidates; language politeness; TikTok.

INTRODUCTION

Campaigns are message delivery activities carried out by prospective leaders to attract public attention. In line with this view, the core of campaigning is about the messages conveyed by the candidates. Each candidate seeks to explain a particular theme or topic to the public (Fatimah, 2018). In this context, a campaign is nothing but a collection of conceptualized efforts to influence the public in order to gain a large amount of support carried out individually or in groups (Sihombing et al., 2024). There are two ways that candidates can campaign, namely (1) meeting directly with the public to convey their political messages and (2) utilizing

print and electronic media through advertisements related to prospective candidates and their superior programs that hope to attract people's sympathy (Dewanti et al., 2021). Therefore, candidates and their supporters try various systematic ways to achieve the desired goals so that the right communication strategy in campaigning brings prospective candidates to victory in the General Election (Nur, 2019). In fact, most political campaign strategies are often shown to bring down other candidates. These types of campaigns are *negative campaigns* and *black campaigns*. A black campaign is a campaign that aims to bring down an opponent by spreading false news, while a negative campaign is a campaign that contains information about the opponent's negative values, both regarding his life *track record* and the problems he has experienced (Pamungkas & Arifin, 2019). As for what is included in *negative campaign* activities according to Law No. 17/2017, namely related to violations of the code of ethics for organizing elections, election administration violations, election disputes, and election crimes (Doly, 2020). In sum, negative campaign activities include violations of the code of ethics for organizing elections, election administration violations, election disputes, and election crimes.

Previous studies show that many candidates violate the maxims of language politeness in campaigning, especially in open debates. The results of research on Leech's politeness principles conducted by Akbaruddin, Priyanto and Agusti revealed that in open debates candidates violated many politeness principles (Akbaruddin et al., 2018). Similar research results were also found in the research of Shofiana, Syamsul Ghufron, and Nisaul in 2020 which concluded that in the 2019 presidential election debate there were many violations of maxims compared to the observance of maxims of language politeness (Shofiana et al., 2020). The type of violation of politeness principles that is widely used is the violation of maxims, while the principle of politeness that is least violated is the maxim of withholding opinions (Yuliyanti, 2022). In summary, the most common type of violation of politeness principles involves the violation of maxims, whereas the least violated principle of politeness is the maxim of withholding opinions

When campaigning, the presidential and vice-presidential pairs conveyed their vision and mission. In the delivery of this vision and mission, there are language events in which various forms of creativity occur. Therefore, language users must be good at using it well. This is because language is inseparable from meaning (Pujiatna et al., 2019). With language, humans convey and express their messages through communication. Language also plays an important role in the realm of human life (Kurnia & Asriyanti, 2016). In addition, the language used by a person can describe his character and character. People who have language politeness will have good character, on the contrary, people who do not have language politeness do not have good character so they often sneer, criticize, and blaspheme others (Kurnia & Asriyanti, 2021). Language politeness is also a way used by speakers in communicating so that speech partners do not feel pressured, cornered or offended, it can be interpreted as an effort by speakers to maintain the self-esteem of speakers and speech partners (Halawa et al., 2019).

In the modern era, language politeness is often ignored or even forgotten by the use of social media so that communication often violates the principles of politeness. This is in line with previous research which shows that the speech written by Facebook social network users is dominated by impolite speech because it violates the principles of politeness. The form of language variety written in the Facebook social network cannot be categorized as polite when measured using the principle of politeness proposed by Leech (Nuralifa et al., 2021).

The development of information and communication technology has changed political communication and political campaigns. One significant development in terms of political communication is the emergence of social media. Social media has become a platform that plays an important role in various aspects of people's lives, including political campaigns, one example is TikTok (Fahruji et al., 2023). *TikTok* is a social networking service that uses short videos as a medium to collect and display creativity, knowledge, or other moments

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(Firamadhina & Krisnani 2021). In addition, *TikTok* uses an easy way to collect and share moments with the world through photos and videos (Sari & Candrasari, 2023). The development of information technology above has made presidential and vice presidential candidates, supporting parties, volunteers, and supporters utilize social media as a place to campaign. During the presidential and vice-presidential elections for the 2024-2029 period, there were many campaign impressions of the candidates uploaded by official and unofficial accounts on *TikTok* social media. In the campaign, there are communication activities by the candidates and one of the criteria in choosing a leader is choosing a leader whose way of communicating uses polite language. For this reason, during this campaign period, researchers are interested in examining the language politeness of presidential and vice-presidential candidates for the 2024-2029 period in campaign impressions on *TikTok* social media based on the use of Leech's language politeness maxims.

1) Robin Lakoff

Lakoff revealed that politeness is a system of relationships between two individuals that is useful for influencing and minimizing conflict and confrontation that includes human speech (Saifudin, 2020).

2) Bruce and Fraser

Bruce and Fraser say that politeness is a property that is positioned with speech. That is, in the opinion of the interlocutor, the speaker does not exceed his rights in fulfilling his obligations as a speaker (Puspitasari, 2019).

3) Brown and Levinson

Brown and Levinson explained that there are several politeness strategies that exist in society, namely from avoiding face-threatening actions to various types of disguises in speech. The five politeness strategies are (1) performing speech acts as they are, without pleasantries, (2) performing speech acts using positive politeness, (3) not using negative politeness speech acts, (4) performing speech acts indirectly or off record, and (5) not performing speech acts or not being silent (Jayanti & Subyantoro 2019).

4) Geoffrey Leech

Leech (1983) presents a politeness theory based on politeness principles which are elaborated into maxims (provisions, teachings). The six maxims are maxims of (1) tact; (2) acceptance (generosity); (3) generosity (approval); (4) modesty; (5) agreement; and (6) sympathy (sympathy) (Abdul Chaer, 2010).

5) Pranowo

Pranowo revealed that politeness is a rule of behavior that is determined and agreed upon with certain communities so that when someone is communicating, it should be conveyed properly and correctly and use politeness rules in every language act (Muslihah & Febrianto, 2017). Those are valuable insights into various aspects of politeness theory and its application in communication.

METHODOLOGY

This research was qualitative research that aims to understand an event experienced by the subject (Islamiati, 2023). Qualitative research is research that examines something explicitly based on data in the form of words or images, not numbers (Mahsun, 2012). In this case, the method used is descriptive analysis through activities to describe data, determine meaning, and draw conclusions or implications (Hidayat et al., 2018). The research technique used is the technique of free-interactive listening (non-participant observation), which is the observation of language use by informants (Sugiyono, 2008). This means that the researcher is not involved in the speech event whose language is being studied and only listens to the dialog that occurs

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between the informants. Therefore, the researcher only observes the presidential and vice-presidential candidates' speech on the campaign broadcast on TikTok without being involved. The data collection technique uses documentation techniques for writings, images, or monumental works of a person (Safira, 2021). Documentation was conducted on 15 campaign impressions from each pair of presidential and vice-presidential candidates for the 2024-2029 period uploaded by official and unofficial accounts on TikTok social media. The instrument used was a documentation study guideline containing guidelines for collecting data from documents or written materials related to the research phenomenon (Ardiansyah et al., 2023). The data analysis method used is extra lingual pairing, which is a method used to analyze elements that are extra lingual or connect language problems with things that are outside the language, for example context (Mahsun, 2012). The steps used to analyze the data are first by transcribing the 2024 presidential-vice presidential campaign impressions, then second by analyzing them using language politeness indicators.

TABLE 1. Indicators of politeness

Maxim	Indicator
Wisdom	Expressed in an explicit sentence indicated by markers such as the words *submit* and *depend*.
	Expressed with implicit sentences in the form of a series of sentences that contain the meaning of *not forcing, not insinuating,* and *not requiring the interlocutor*.
Reception	Expressed in an explicit sentence indicated by markers such as the words *realize* and *surrender*.
	Expressed with implicit sentences in the form of a series of sentences that contain the meaning of *accepting opinions, offering help,* and *listening to the interlocutor*.
Generosity	Expressed with explicit sentences indicated by markers such as the words *please, thank you,* and *apologize*.
	Expressed with implicit sentences in the form of a series of sentences that contain the meaning of *sincerity, respect, not accusing,* and *not looking down on the interlocutor*.
Humility	Expressed with explicit sentences indicated by markers such as the words *gratitude, patience,* and *ikhlas*.
	Expressed with implicit sentences in the form of a series of sentences that contain the meaning of *impoliteness* and *not boasting to the interlocutor*.
Consent	Expressed with explicit sentences indicated by *markers such as the words good, okay, agree,* and *sip*.
	It is stated implicitly in the form of a series of sentences in which the meaning of *choice is waived* and *not commanded*.
Compatibility	Expressed with explicit sentences indicated by markers such as the words *welcome, happy birthday, condolences,* and be *careful*.
	Expressed with implicit sentences in the form of a series of sentences *that* contain the meaning of *understanding the feelings experienced by the interlocutor*.

RESULT AND DISCUSSION

This study delves into the communicative strategies employed by the candidates, focusing on how language politeness is manifested in their campaign impressions. By examining their *TikTok* content, the researchers aim to uncover the nuances of their rhetorical approaches and the impact of their politeness strategies on voter perceptions and engagement. The result and discussion provide insights into the evolving dynamics of political discourse in the realm of social media, highlighting the intersection of digital communication and electoral politics.

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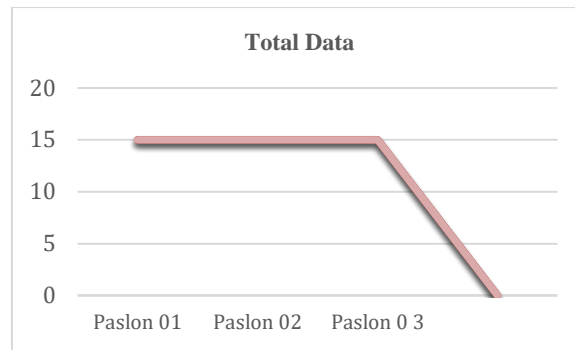
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FIGURE 1. Total data

Figure 1 above shows the amount of data from each pair of presidential and vice-presidential candidates for the 2024-2029 Indonesian elections. The three pairs have the same amount of data, namely 15 campaign impressions on *TikTok* taken from various sources. The data sources are presented in the following diagram.
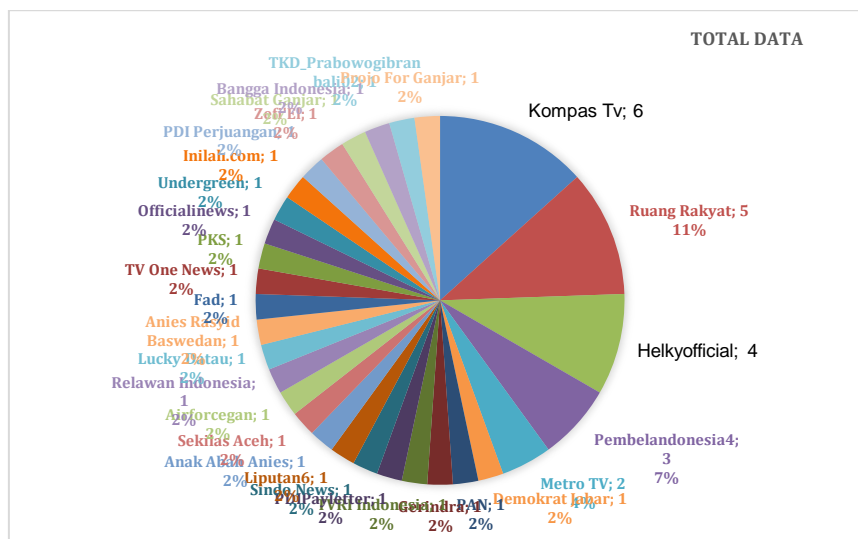

FIGURE 2. Data source

Figure 2 above shows the various sources of data that have been collected. There are 31 total data sources used from the 45 data taken. Judging from the diagram above, the most sources of data were obtained from *Kompas TV* as much as 13% with 6 video shows, followed by *Ruang Rakyat* as much as 11% with 5 video shows, *Pembelandonesia* as much as 7% with 3 video shows, then *Metro TV* as much as 4% with 2 video shows. The sources were 25 accounts with a percentage of 2% each.

This shows that the *TikTok* media accounts of *Kompas TV, Ruang Rakyat*, and *Pembelandonesia* are official and unofficial social media accounts that are considered trusted by audiences as *TikTok* social media that present relevant and interesting content. Thus, it can be concluded that the *TikTok* social media accounts *Kompas TV, Ruang Rakyat*, and *Pembelandonesia* have an important role in providing content that is considered relevant and interesting by the audience. They offer different video shows, but still have a significant percentage in the total data taken. This shows that both official and unofficial social media accounts play an important role in providing content that audiences find relevant and interesting.

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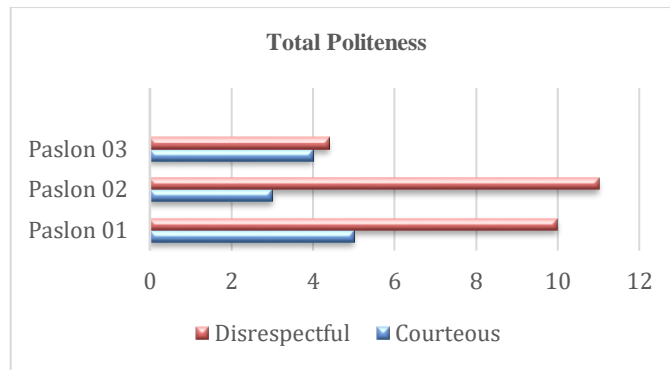
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FIGURE 3. Total of politeness

Of the 45 *TikTok* social media video campaign shows collected, it was found that there were 12 campaign shows that contained the principle of politeness maxims, while most of the others or 33 video shows did not contain elements of the principle of politeness maxims. This shows that only 27% of the data contains the principle of maxims of politeness, less than one-third as presented in diagram 03. The campaign broadcast of presidential and vice-presidential candidate pair number 01 contains 5 broadcasts that contain the principle of maxims of politeness (33.33%) and 10 broadcasts do not contain the principle (66.66%). Meanwhile, the presidential and vice-presidential candidate pair number 02 contains 3 impressions of the principle of politeness maxim (20%) and 12 impressions do not contain this principle (80%). The presidential and vice-presidential candidate pair number 03 contains 4 impressions of the principle of maxims of politeness (26.66%) and 11 impressions do not contain this principle (73.33%).

Based on this data, it can be concluded that the presidential and vice-presidential candidate pairs in the 2024 Election make little use of the principle of maxims of politeness in campaign broadcasts on *TikTok* social media. However, only one presidential and vice-presidential candidate pair, namely candidate pair number 01, makes more use of the principle of maxims of politeness in campaigns on *TikTok* social media, even this candidate pair becomes a *trending topic* during *TikTok live* by gaining hundreds of thousands of *viewers* during the live broadcast. In addition, this candidate pair is also a pair that tries to break through conventional campaign methods so far by utilizing social media, especially *TikTok*.
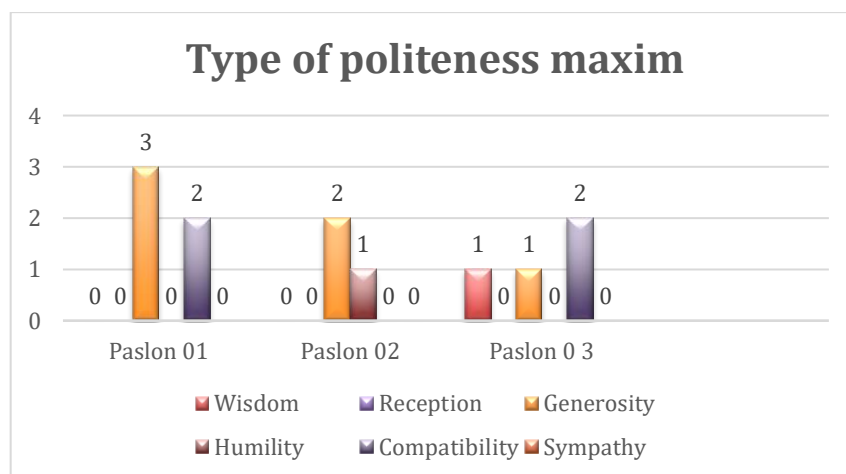

FIGURE 4. Types of politeness maxims

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The following presents the principles of politeness maxims obtained from *TikTok* social media campaign impressions of each pair of presidential and vice-presidential candidates for the 2024 Indonesian elections. In the next section, the discussion is presented.

ANIES-MUHAIMIN

Of the 15 data of the presidential and vice-presidential candidate pair 01, there are 5 data that contain maxims and 10 data that do not contain maxims. The 5 data that contain maxims consist of 3 maxims of generosity and 2 maxims of compatibility.

The first data contains the maxim of generosity from the presidential and vice-presidential candidate pair 01 which is stated implicitly because at the beginning of the conversation, the speaker conveyed his idea to make campaign activities more qualified by conducting direct discussions with the community through *live* on *TikTok*. At the end of the wetting, the speaker expressed his gratitude for the greatness of the hearts of those who participated.

The second data contains maxims of generosity from the presidential and vice-presidential candidate pair 01 which is stated explicitly because it uses the pointer word "Thank you" then continued with the speaker appreciating the people who have attended with the sentence "Clear like crystal because it reflects the sincere intentions that exist in our body and soul. Crystal clear that will make our country advanced and respected by the world."

The third data containing maxims of generosity from the presidential and vice-presidential candidate pair 01 is stated implicitly because the speaker conveys the doctrine of positive thinking that people who are in line (mosque congregations) will bring change to the Indonesian nation. At the end of the conversation, the speaker again said the word change to make people enamored with him.

The fourth data contains maxims of compatibility from the presidential and vice-presidential candidate pair 01 which is stated implicitly because the speaker wants to convey the desire to everyone about the condition of the country that is at a crossroads. He explained the crossroads, then the speaker ended by giving choices to everyone.

The fifth data contains maxims of compatibility from the presidential and vice-presidential candidate pair 01 stated implicitly because the speaker conveyed a better way for the community to respond to the promises of prospective leaders.

PRABOWO-GIBRAN

Of the 15 data of the presidential and vice-presidential candidate pair 02, there are 3 data that contain maxims and 12 data that do not contain maxims. The 3 data that contain maxims consist of 2 maxims of generosity and 1 maxim of humility.

The first data contains maxims of generosity from the presidential and vice-presidential candidate pair 02 stated explicitly because it uses the pointer word "Mohon maaf". At the beginning, the speaker apologized for the traffic jam that occurred to the people of Jakarta, then explained the reason. At the end, the speaker also said with the sentence "But I got a report that you have been standing here since 9 o'clock this morning. That's why I decided to speed up the event."

The second data contains maxims of generosity from the presidential and vice-presidential candidate pair 02 stated explicitly because the speaker said that if his supporters were rained on then he also had to be rained on, then the speaker ended with the sentence "Because I got a vibration of enthusiasm."

The third data contains maxims of humility from the presidential and vice-presidential candidate pair 02 stated explicitly because the speaker conveyed to his volunteers that when someone slanders and insinuates (presidential and vice-presidential candidates) there is no need

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to reply, just smile and jog (cool) aja and everyone must get along even though they have been hurt.

GANJAR-MAHFUD

From the 15 data of the presidential and vice-presidential candidate pair 03, there are 4 data that contain maxims and 11 data that do not contain maxims. The 4 data that contain maxims consist of 1 maxim of wisdom, 1 maxim of generosity and 2 maxims of compatibility.

The first data contains maxims of wisdom from the presidential and vice-presidential candidate pair 03 stated implicitly because the speaker delivered a long speech about the end of the presidential-vice presidential campaign period and invited his supporters to keep fighting together.

The second data contains maxims of generosity from the presidential and vice-presidential candidate pair 03 stated explicitly because it uses the pointer word "please". The speaker maximizes respect for others by delivering a message to his supporters not to spread *hoaxes* so as not to hurt others.

The third data contains maxims of compatibility from the presidential and vice-presidential candidate pair 03 stated implicitly because the speaker analogizes the people as chickens that are treated badly when they are consumed by humans. Followed by the speaker discussing the issue of democratic courage that has been echoed by culturalists, journalists and scientists.

The fourth data contains maxims of compatibility from the presidential and vice-presidential candidate pair 03 stated implicitly because the speaker who left a message to his supporters to remain peaceful despite having different political choices. At the end of the conversation, the speaker again told his supporters to remain peaceful and think rationally.

Based on the data above, the maxim most widely used by the 2024 presidential-vice-presidential pairs is the maxim of generosity, both explicitly and implicitly. The presidential-vice-presidential pair number 01 is the candidate pair that uses the maxim of generosity the most with 3 data; followed by the presidential-vice-presidential pair number 02 which uses the maxim of generosity as much as 2 data and the presidential-vice-presidential pair number 03 uses 1 data maxim of generosity.

The indicators of the maxims of generosity used by the 2024 presidential and vice-presidential candidates are explicitly shown by the markers *thank you, apologize*, and *please*. In addition, implicit sentences are also used in the form of a series of sentences in which they contain sincerity, respect, do not accuse, and do not look down on the interlocutor. Overall, the number of indicators of the maxim of generosity used is 6 indicators consisting of 4 explicit sentences and 2 implicit sentences. Thus, it can be concluded that through the use of the maxim of generosity, the candidate pairs try to reduce criticism and increase praise from others in their speech.

The presidential-vice-presidential pair 01 is the pair that uses the maxims of generosity the most in their speech, which is a total of 3 data. The most expressed sentence form is an implicit sentence because in his speech. The presidential-vice-presidential pair 01 appreciates their interlocutors implicitly with sincere words full of heart by saying that people who come to support them are carriers of change for Indonesia, and praising the sweat of their supporters clear as crystal. This is in line with his profile who was once a lecturer and from religious circles so that he is very adept at communicating. In addition, from the speaking style of the presidential-vice-presidential pair 01, which is calm, not loud, and with a smiling face, as well as neat and polite clothes so that the campaign impressions contain the most maxims of generosity compared to other presidential-vice-presidential pairs.

The presidential-vice-presidential pair 02 is the second pair to use the maxim of generosity in their speech, which is a total of 2 data. The most expressed sentence form is an

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explicit sentence because in their speech, the presidential-vice-presidential pair 02 directly appreciates their interlocutors without further ado. The expression of appreciation used in his speech was realized by delivering "apologies and I will also get caught in the rain if my supporters get caught in the rain". This is in line with his background as a soldier so that the vice-presidential candidate pair 02 in their communication they express it directly and firmly. In addition, when viewed from the campaign broadcast, the style of speech of the presidential-vice-presidential candidate pair 02 is loud and expressed passionately and his style of dress with a shirt issued causes him to be the second presidential-vice-presidential candidate pair that contains the most maxims of generosity.

The presidential-vice-presidential pair 03 is the third pair to use the maxim of generosity in their speech, which is a total of 1 data. The use of this maxim is mostly expressed in the form of explicit sentences. In asking for help, for example, the presidential-vice-presidential pair 03 expressed it directly without further ado by using the word *please*. This is in line with his straightforward character. In addition, the speech style of the presidential-vice-presidential pair 03 quite often uses a high tone, but not always and the style of dress that often uses jackets characterizes this candidate pair.

CONCLUSION AND RECOMMENDATION

Based on the results and discussion above, it can be concluded that the language politeness of the 2024-2029 Presidential Candidate pairs in campaign impressions on *TikTok* social media mostly uses the maxims of generosity. This indicates that the candidates are trying to humble themselves or 'not boast'. The goal is that the candidates hope to gain public sympathy so that they get a lot of votes and can win the contestation. It is natural that this maxim is chosen because through the use of this maxim, it is hoped that there will be sympathetic feelings and attitudes from voters in a political contestation.

Based on the findings of this study, it is suggested that presidential and vice-presidential candidate pairs can improve language politeness in the presidential election campaign and how Leech's maxim theory can be further used in analyzing speech on other social media. In addition, it is also expected that for further research the data taken can be differentiated, namely data on presidential and vice-presidential candidate pairs during campaigns in the community and presidential election debates held by the General Election Commission.

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