

The Power of Cooperative Principle and Politeness Strategy in Forming Phatic Speech Acts

Rosita Ambarwati¹, Panji Kuncorohadi²

Universitas PGRI Madiun, Indonesia

rosita@unipma.ac.id, panjikuncorohadi@unipma.ac.id

Abstract:

The purpose of this study is to explore and describe the role of cooperative principles and politeness strategies in forming phatic speech acts in women's communication on Facebook. This research is qualitative research. This study applies an ethnographic approach. The data type used is qualitative in words, sentences, photographs, documents, journals, and articles. The primary data in this study is the speech of women who are divided into categories, namely adult women and adolescents. The data collection techniques are interviews, observation, and documentation. The data analysis technique used the ethnographic analysis model introduced by Spradley. The research results show that adult women implement the cooperative principles of relevance maxims and quality maxims. They also violate the cooperative principles of relevance maxim, quality maxim, and quantity maxim, while the politeness strategy applies positive politeness strategies. Negative politeness strategy, off-record strategy, and bald on-record strategies. The findings that adult women have analyzed tend to apply the maxim of relevance, violate the principle of cooperation of relevance, and use positive politeness strategies. Teenagers use phatic speech acts by applying the principles of relevance and method cooperation, violating the maxims of relevance, quantity, and quality and using positive politeness and bald off-record strategies. Overall, dominant adolescents perform phatic speech acts by applying the maxim of manner, violating the maxim of relevance, and using positive politeness strategies.

Keywords: cooperative principle, Facebook, phatic, politeness strategy, women communication

1. INTRODUCTION

Phatic speech acts contribute to the success of communication. This speech act is synonymous with pleasantries and can be considered manageable communication. Phatic utterances have the function of maintaining friendships so that excellent and lasting relationships are established (Sakinah, 2021). For example, when a woman meets her neighbor doing her morning walk, she greets her, "Good morning, ma'am, wow, you are so diligent in exercising". The greetings *Selamat pagi* are essential in maintaining and establishing a harmonious neighborly relationship. On the other hand, the atmosphere will become stiff and uncomfortable, and there will even be hostility if the woman does not greet her exercising neighbors. The small talk of "good morning" as a phatic marker can liven up the conversation and maintain good relations between the speaker and the speech partner (Kulsum, 2012; Mamona, 2019).

One of the exciting things to observe is the use of female phatic speech acts when communicating on social media. One of the most used social media by women is Facebook. Data from Indonesia.id reported that Facebook users in Indonesia in February 2023 reached 191.4 million people; (Waluati et al., 2022), and 47.3% of users are women. According to online finance research reported by Kompas.com, it is stated that women use social media more than men and one of these social media is Facebook. The pattern of indirect communication on social media provides the flexibility to convey messages, thoughts, and feelings that make women's communication on Facebook interesting. The tendency of women to like to talk provides much space to study the language used when communicating. Women have the power of speech to bind and maintain close, lasting, and harmonious relationships (Allan & Pease, 2003). In a day women can use 20,000 words to speak (Brizendine, 2006). The natural nature of women, starting from conceiving babies, giving birth, caring for children, and serving their husbands, makes women talk a lot and, simultaneously, be careful in their behavior and speech. Women can process fun and uplifting sentences for family members (Holmes, 1995).

Women's phatic speech acts are related to the characteristics of women's language. One of these characteristics is that women tend to be more polite in using language (Ambarwati, 2018; Rasyid, 2018; Holmes, 1995). Politeness is a weapon in interaction because speaking politeness is synonymous with respecting and maintaining the self-esteem of the speech partner so that he does not feel embarrassed and humiliated. Speakers and speech partners can not only understand the message conveyed, but more than that, communication that is built through language and social and cultural contexts will be able to create harmony (Raihany, 2021). This is what makes communication work well (Siti, 2015). On the other, the success of communication is also influenced by the cooperation factor between speakers and speech partners. Therefore the principle of cooperation also plays a vital role in communication. The principle of cooperation is a guideline for working together to organize conversations to be efficient (Samosir, 2015). One form of cooperation in communicating is speaking politely,

The importance of implementing politeness and the principle of cooperation in successful communication has attracted the attention of many researchers, including; (Maufur, 2016) who examine the implementation of the principles of cooperation and politeness in Cirebon coastal villages based on the theory of Grice & Leech. Suharijadi (2018) examines the principles of cooperation and politeness in product reviews on online markets. Arta (2016) also conducted research on the same topic but focused more on learning with a scientific approach. Rismaya (2020) analyzes tweets on Twitter regarding violations of cooperative principles and the

implementation of politeness. Next, Irsyad (2021) took the research subjects in coffee shops and cafes in Surabaya. Ambarwati (2018) focuses on learning advertising texts, slogans, and posters. The research results obtained are that teachers and students have fulfilled the cooperation maxim and are polite in learning, but violations of the principles of cooperation are still found. Apart from that, some speeches could be more polite and friendly, more concise, direct in direction, giving attention to turns of utterances, and they use *ngoko* (one of the language variety in Javanese culture) during presentations.

Observing the phenomenon of women's communication on Facebook and looking at the results of previous research, it appears that the focus of previous research studies is the pure concept of phatic speech acts used on social media or in direct communication. On the other hand, existing research on the role of cooperation and politeness in communication seems to have been studied partially, in other words, it can be said that there has been no research on the principles of cooperation and politeness which are integrated into speech acts, especially phatic speech acts. Therefore, this research tries to explore women's communication on Facebook, especially how women produce phatic speech acts. Do women still maintain the concept of speaking politely and working together to produce phatic speech acts?. In this study, researchers want to describe the phatic language used by women on Facebook and analyze the relationship between politeness strategies and cooperative principles in phatic speech.

2. LITERATURE REVIEW

2.1 The Aspects of Pragmatics Study

Pragmatics provides an understanding of the speaker's meaning. Mey (1994:35) underlines that pragmatics focuses on the language used by humans and relates it to context. Leech (1983) sees pragmatics as a part of linguistics that is related to semantics. Leech generally gives the concept of pragmatics as a branch of linguistics whose central concept is general pragmatics. General pragmatics emphasizes the general description of the language in communication. Generally, pragmatics has two fields, there are pragmalinguistics and sociopragmatics. Pragmalinguistics is essential knowledge in linguistics that helps realize and understand the intentions of speakers, such as knowledge about sentence structure (syntax) and sentence meaning (semantics) which in this discussion are called grammar. In comparison, Sociopragmatics is part of pragmatics in the form of knowledge to examine speech and external language, namely sociocultural factors. Therefore pragmatics is very closely related to context. As stated by Levinson (1983) Pragmatics cannot be separated from context in forming the meaning of speech. Context clarifies the purpose of an utterance. Regarding the speaker's intent in an utterance, Leech (1983) suggests several aspects that must always be considered in the framework of pragmatic studies which are called aspects of the speech situation.

A speech act is a part of the pragmatic study. The concept of speech act was first introduced by Austen. The five speech acts presented are verdictives, exercitives, commissives, behativities, and expositives. Then the concept of speech acts developed, one of which is the phatic speech act initiated by Kreidler. Phatic speech creates harmonious social bonds by simply exchanging words (Jacobson in Habiburrahman, 2018). According to Kridalaksana (2005) Phatic aims to greet, maintain, and strengthen social relationships when communicating between speakers and speech partners.

Another pragmatic aspect is the cooperative principle. In pragmatics, cooperative efforts are formulated in a cooperative principle. Grice (1975) emphasized that in carrying out the cooperative principle, every speaker must comply with four maxims, namely: (1). Quantity maxim that provides sufficient information according to the purpose or intent of the utterance, (2) Quality Maxim provides correct information to the listener, (3) Maxim of Relevance, this the speaker and the speech partner must make contributions that are relevant to the topic of conversation (hanging), (4) Maxims of Manner that avoid unclear or confusing expressions, not ambiguous, not exaggerated and coherent.

Moreover, the politeness aspect also plays a vital role in pragmatics. Politeness is closely related to speech acts. Searle (1979) explains that speech reflects speech acts which imply three kinds of actions, namely; (1) utterances in the form of words or sentences, (2) speaking activities in the form of references and predictions, and (3) illocutionary acts in the form of statements, questions, promises, commands, and so on. It is the communicative effect (perlocutionary or propositional act) that sometimes has an impact on people's behavior. This perlocutive thing usually arises from the intention behind the utterance (implicature). Brown and Levinson examine politeness regarding face management and that speech acts are divided into two: face-threatening acts (FTA) and face-saving acts (FSA). The term face refers to Goffman (1959, 1967) views about the desires that exist in every person.

2.2 Women's Interaction on Facebook

Facebook is a social network that helps its users to communicate in cyberspace. Facebook users can connect, send messages to each other, meet virtually, strengthen brotherhood and friendship, look for new friends, chat, play together, share documents and photos, and develop business. The interaction of women on Facebook is always related to language. Language is a tool to interact in concrete social situations (Apple, 1976). So language is a social phenomenon. this is not just for individual purposes. Language is used to fulfill life's needs in social life. So language in its use is not only formed from linguistic aspects but is also influenced by social factors. Gender, as one of the social factors, has significantly given color to language variations. George Keith and John Shuttleworth in their book *In Living Language*. explains that women are God's creatures who talk more, while men swear or promise more. Naturally, the role of women as household administrators and educating children often requires women to talk a lot so that the word chatty appears more for men than women. The interaction of women on Facebook is not only limited to conveying messages verbally, such as making comments or creating statuses but also through non-verbal messages. It can happen because Facebook has a variety of applications, one of which is emoticons (signs). When someone makes a status or posts something on the wall, the interaction model can be through clicking the thumbs-up symbol or adding certain emoticons and even comments from Facebook users in the form of pictures or photos. From the description of the interaction model, one can imagine how diverse and exciting this communication pattern is.

3. RESEARCH METHODOLOGY

This research is qualitative research with an ethnographic approach. This research explores the ins and outs of women in communication, meaning to get maximum results in women's communication, this research does not only look at and understand the meaning of speech but instead tries to explore to identify phenomena that arise both linguistically and socially

phenomenon, so philosophically. Appropriate if the method of ethnographic approach is applied. The type of data used is qualitative data in words, sentences, photographs, documents, journals, and articles. The primary data in this study is the speech of women who are divided into categories, namely adult women and adolescents when communicating on Facebook, which is written in statuses and comments. The utterances are in the form of written conversational texts, observations, and interview results. Data collection techniques through documentation techniques, observation, and interviews. To fulfill the degree of trust in the data obtained, this was carried out using the following techniques: (1) member check, namely by holding limited discussions with colleagues to test the truth and reduce the distortion of the data obtained. (2) persistence of observations of the characteristics or elements required for the validity of each data. To fulfill the degree of transferability, it is carried out by describing in detail (thick description) the requirements for the validity of speech acts, characteristics, politeness strategies, and the implementation or violation of the cooperative principle. To fulfill the degree of dependence and certainty, which refers to data reliability, peer-debriefing. The data analysis technique used the ethnographic analysis model introduced by Spradley (1980: 85). To obtain an overall picture, domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis were carried out in stages.

4. RESULTS

4.1. Phatic Speech Act (The Implementation of Relevance Maxims and Positive Politeness Strategies)

The speaker (RA) makes the status. She is a housewife and works at an educational institution. A Bachelor. While the speech partner (AD) is the speaker's Facebook friend. The topic discussed was the vulnerability of the city of Jakarta to flooding. The relationship between them is a close friendship.

RA : *Banjir lagi, banjir lagi. Inilah Jakarta,,,Acian dweh louu.*

AD : *Ra...ra kamu ini bisa aja...hehehhe*

The speaker (RA) uploaded a Facebook status to express her feelings regarding the condition of the city of Jakarta. The status was commented on by (AD), "*Ra...ra kamu ini bisa aja...hehehhe*". The comment (AD) is a phatic speech act in which the speaker tries to maintain a relationship with the speech partner. In this speech, it can be seen that the speaker only wants to greet his speech partner. The phatic marker (*hehehhe*) shows the speaker's joke to maintain familiarity with the speech partner. The establishment of communication between speakers and speech partners is influenced by the establishment of cooperation between the two, namely the implementation of the maxim of relevance where the speech delivered by (AD) is related to the statement (RA) uploaded on its status. In addition to implementing the principle of cooperation in phatic speech, there are still politeness aspects that strengthen phatic speech, such as using positive politeness strategies. The speaker (AD) focuses her speech on what the speech partner (RA) is doing or only focuses on the speech partner. The speaker (AD) is more focused on uploading the speech partner rather than commenting more deeply on the content of the status of the speech partner, which states that a short rain causes flooding. It is done to avoid disagreements when interacting or communicating.

4.2. Phatic Speech Act (The Violation of Maxim Quality and Implementation of Positive Politeness Strategies)

The utterances below are phatic speech acts that are formed from violations of the maxim of quality and the implementation of positive politeness strategies. Participant 1 is (AS) a wife who has 2 children. She works at a cosmetics company. Undergraduate education S1. Age 49. participant 2 (RS), works as a company owner with an undergraduate education. Participant 3, (RR), is a housewife with an undergraduate degree, and Participant 4, namely (RO) with an undergraduate degree. The topic discussed was the acceptance of children (AS) in college. The three of them are close friends of the same age.

- AS : *ALHAMDULILLAH, Bagas tembus fakultas Hukum....*
 RS : *Wah selamat ya Bagas...siap menjadi ahli hukum*
 AS : *Mbk Harmin, terima kasih...*
 RR : *selamat mbakyu, wis pluuuong....dadi rasah melu jalur mandiri*

The speaker (US) uploaded the status. It describes the speaker's expression of gratitude for their child's success in passing the state university entrance exam. (RS) responded to this status by congratulating Bagas, son (AS), who had been admitted to the Faculty of Law. This utterance is a phatic speech act. The speaker (RS) responds (congratulates) the actions taken by the speaker (AS). Greetings from (RS) responded to (US) by saying thank you. RR commented on the first comment from status (AS) "*Wah selamat ya Bagas...siap menjadi ahli hukum.*" Such comments violate the quality maxim where the speaker says something that is not following what someone is doing. In this case, Bagas has not completed his college studies and has not been declared a graduate, so if the speaker says that Bagas is an expert in the field of law it is awkward. The speech uses a positive politeness strategy in which (RR) acknowledges Bagas that he was accepted at the Faculty of Law and will be a lawyer. Besides that (RR) also showed optimism towards the statement by his partner that Bagas would become a lawyer. (Agreement and sympathy for speakers)'

4.3. Phatic Speech Act (The Violation of Maxim Relation and the Implementation of Positive Politeness Strategies)

Three female speakers conducted the data below. The first speaker is MT, 51 years old, with the last education from Doctoral Degree, the second speaker is DF, 40 years old, and the third speaker, RD, is 45. The three speakers chatted about MT's speech which showed her unyielding spirit in reaching hope. The conversation can be seen in the chat below:

- MT : *Tidak akan menghentikan langkah tuk kawal harapan dan asa yang sangat tinggi. Meskipun mendung sering hadir mewarnai....*
 DF : *Selamt pagi cinta...met kerja..mg sukses selalu*
 RD : *Pagi juga mba. Apakah mendung selalu gelap mba*
 MT : *Merry: morning bunda cantik, have a nice Monday,...thengkiu*
 MT : *Rose:....wellah say, lagi barengan karo mendung yg bergelantungan, hehehe. Met beraktifitas ya*

The third comment from MT "*@DF: morning bunda cantik, have a nice Monday,...thengkiu*" is categorized as a phatic speech act because MT wants to build a close relationship between members in the same social environment as Dyah Farlda through her response to morning greetings and prayers of DF. The utterance violates the cooperative principle because the speaker does not respond appropriately responses to the speech of the interlocutor. MT tries to familiarize himself with the speech partner by calling "*bunda*" and giving beautiful compliments

"cantik" to please the partner. Therefore it is clear that the speaker uses a positive politeness strategy.

4.4. Phatic Speech Act (The Violation of Manner Maxim and the Implementation of Off-Record Politeness Strategies)

The following data shows how violating the maxim of quantity and implementing off-record politeness strategies support the formation of phatic speech acts.

- IF : *Mantaff, gumbira keluar langsung dapat bis*
ES : *Syukurlah...gak sia-sia gw doain kaqiiik=Dqiiik=Dqiiik*
IF : *Kalo gt doain gw lagi ya tik lagi bokek ini minimal ada yg bayarin ongkos bis wkwkwkwkw..*
ES : *Boyeeh...cuman kamu isi dl pulsa ku 50 rb dan jgn call cos aku lg M wkwkwk*
IF : *Ihhh komentar loe bawa ingatanku bangun dari tidur. Inget nanti malam nih tik...hrs beli sate kambing ini wk wk Hi...Hi...Hi...yuhuuu*
DM : *Titi dj, say.....*
IF : *muakasihhh di....maaapin telat respon....)*

The comments of IF "*Ihhh komentar loe bawa ingatanku bangun dari tidur. Inget nanti malam nih tik...hrs beli sate kambing ini wk wk Hi...Hi...Hi...yuhuu*" is an off-record politeness strategy because the speaker's intention has a hidden meaning and does not show harmony with the previous utterance. So that the speech partners must be able to interpret the meaning of the utterance themselves. Moreover, the speaker's speech could have more clear intentions or low clarity. There is even a high blur of meaning because the speaker does not clarify what he remembers, indicating the violation of the manner maxim.

4.5. Phatic Speech Act (The Violation of Quality Maxim and the Implementation of Bald on Record Politeness Strategies)

The data below is the chat of women commenting on DK status posts. DK shared his experience visiting the village on Sunday and buying very cheap rujak.

- DK : *Dino sabtu klinong-klinong anjajah deso milangkori...ketewu warung rujak akhirnya beli. tigang wungkus...pinten mbah? 6 ribu jeng... biyuh hari gini sik enek rujak uenak rego rongewu sebungkus..?"*
SM : *Tempatku ya ada mbk, nasi malah mbk. Nasi pecel sebungkus 3rb jüaan uenak mbk.....ning madiun to".*
SM : *Lek ra percoyo gek ndang ning medium...".*
TG : *Lek ning ndeso emang percoyo rego sik murah..ketoke lek rego sakmonora ngganggo kiki yambk..petise yo sing murah Hehehe....kulupane huakeh*
SM : *Mbk sampeyan nish ingat lagu yg diajari pak Darno guru boso daerah favorit kita*
RH : *baaiiuhhhh 3 buuungkusss? prayo houwek..houwekk kuwi engko*

RH's speech "baaiiuhhhh 3 buuungkusss? prayo houwek..houwekk kuwi engko" is a phatic speech act because RH commented just to make small talk. The speaker knows that the speech partner buys 3 packs of rujak not to eat alone, but the speaker comments as if the said partner has finished 3 packs. That is the proof that the speaker is just making small talk. The speaker blatantly chooses sentences that look directly addressed to the speech partner but this is done deliberately because the speaker and speech partner have a very close relationship. This shows

the implementation of the bald-on-record politeness strategy and violates the quality maxim. The result of this result can be described below:

Tabel; 1 The Relation of Cooperative Principle and Politeness Strategy in Producing Phatic Speech Acts

Speech acts	Cooperative principle	Participant	Politeness strategy				Σ
			Positive	Negative	Bald on record	Off record	
Phatic	The implementation	Adult	16	1	1	0	8
		Youth	1	0	0	0	1
		Adult	3	0	1	0	4
		Youth	0	0	0	0	0
		Adult	0	0	0	0	0
		Youth	0	0	0	0	0
	Manner	Adult	0	0	0	0	0
		Youth	1	0	1	0	2
	The Violation	Adult	56	1	1	1	59
		Youth	45	0	0	0	45
		Adult	3	0	1	0	4
		Youth	1	0	0	0	1
		Adult	6	1	0	0	7
		Youth	5	0	0	0	5
	Manner	Adult	4	0	0	1	5
		Youth	0	0	0	0	0

5. DISCUSSION

The adult women carry out phatic speech acts by applying the relevance and quality maxim. They also violates the maxims of relevance, quality, quantity, and method. Besides that, women also apply positive, negative, and unrecorded politeness strategies. In general, adult women tend to apply the maxim of relevance, violate the principle of relevance cooperation, and use positive politeness strategies.

Meanwhile, teenagers use phatic speech acts by applying the maxim of relevance using cooperative principles and violating the maxims of relevance, quantity, and quality. They employ positive and off-the-record politeness strategies. teenagers tend to perform phatic speech acts by applying the maxim of manner, violating the relevance maxim, and using positive politeness strategies. It is assumed that in the use of phatic speech acts by women on Facebook there is a role or relationship between the cooperative principle and politeness strategies. Adult women and teenagers dominantly violate the maxim of relevance and use positive politeness strategies in carrying out phatic speech acts.

Adult women and adolescents tend to perform phatic speech acts by violating the maxim of relevance and implementing positive politeness strategies. Grice in Leech (1993) and Levinson (1992) state that the success of the conversation leads to the equalization of elements and cooperation transactions. Violating the cooperative principle means that the information to be

conveyed to the interlocutor may need to be adequately conveyed. A speaker is said to have violated the principle of cooperation if he does not provide clear, confusing, doubtful information or even does not provide the information requested by his speech partner. In the findings of this study, there is a discrepancy with this theory. Women prefer to speak outside the context of speech. This means that the speaker does not apply the principle of cooperation well. In short, the speaker does not comply with the rules of communication. What the speaker conveys is not in accordance with the topic being discussed. But this is precisely what makes communication seem light and fun. This is what triggers the formation of phatic speech acts. The words conveyed are supported by the speaker's expression using laughing emoticons or various humorous utterances which create a fresh, friendly atmosphere. The description of these conditions makes friendly relations harmonious. Women do this to avoid silence (Stenstrom & Jargensen, 2008). For example, in the speech "*Syukurlah...gak sia-sia gw doain kaqiiiiik=Dqiiik=Dqiiik*". The speech responds to the status of the speaker who expresses his pleasure when he leaves the office and immediately gets a bus passing in front of his office. The comment is not following the topic and seems perfunctory, coupled with the expression "*qiiiiik=Dqiiik=Dqiiik*". In this utterance, The speaker really pays attention to his interlocutor even though these are nonchalant and careless. The phrase "*qiiiiik=Dqiiik=Dqiiik*" makes the atmosphere fresher and more intimate. According to Gunarsa (1989), the tendency of adolescents to use expressions of laughter or joking specifically describes the characteristics of adolescents, (1) having emotional instability, (2) having lots of fantasies, fantasies, and boasting, (3) liking to explore. This style of joking reinforces the theory that women still adhere to the principle of politeness (Jespersen, 1992; Attardo, 1993; Tannen, 1992; Holmes, 1995; Keith & worth, 2000; Brown, 1980; Atkins in Coates, 1986). On the other hand, the theory that most women don't like humor has been debunked. This violation is a sign of politeness. The phatic markers that appear allow speech to be unfocused, but that is what makes speech polite. Lakoff said that women are polite, so it is easier to interact. 1. Politeness is formed through systems and norms that are believed to be true by society (Geert, 1981; Endraswara, 2006). Speaking politely is closely related to the use of politeness strategies. Positive politeness strategies that dominate phatic speech acts is closely related to women's language behavior. Friendly attitude, empathy, caring, acceptance (welcoming), appreciation, humility, and kind are polite characteristics that are clearly illustrated in the function of phatic speech acts (Obana & Tomoda, 1994), the marker of positive politeness strategies used by women such as (1) complimenting, (2) empathizing and sympathizing, (3) paying attention, (4) avoiding disagreement, and (5) joking are clearly reflected in phatic expressions. This is confirmed by Levinson in Chaer (2010). Positive politeness strategies and violations of the principle of cooperation of relevance contribute to forming phatic speech acts. Politeness strategies and the principle of cooperation in phatic speech acts can be used as glue to maintain harmony in the interaction process (Leech, 1983; Malinowski, 1923; Jacobson, 1980; Chaer & Agustina, 2004; Zegarac, 1998). Based on women's psychology, it is stated that women have feminine characteristics that tend to keep situations comfortable. women tend to be caring, nurturing, adaptable, and not selfish (Charlo in Simanjuntak, 1984).

6. CONCLUSION

Phatic speech acts are speech acts that color women's communication on Facebook. The relatively high use of phatic speech acts by is influenced by the nature of women who always try to maintain harmonious social relations. Phatic markers that women often use when interacting on Facebook contribute to successful communication. Women still firmly adhere to the rules of

cooperation and polite speech when communicating on Facebook. The principles of cooperation and politeness support the formation of phatic speech acts necessary to consider the grouping of speech topics so that it will be more clearly illustrated how adult women and adolescents communicate on social networks.

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