AN ANALYSIS OF POSITIVE AND NEGATIVE POLITENESS STRATEGIES IN AN INTERVIEW OF MARK RUTTE ON METRO TV’S FACE 2 FACE WITH DESI ANWAR PROGRAM

A Thesis
Submitted to Faculty of Adab and Humanities
In Partial Fulfillment of the Requirements for
The Degree of Strata One in English Letters Department

ENGLISH LETTERS DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY
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ABSTRACT


In this research, the writer concerns with linguistic politeness study based on the Brown and Levinson’s theory of politeness, that is, the positive and negative politeness strategies in Desi Anwar’s interview with Mark Rutte broadcasted on January 18, 2014. This is a qualitative research aimed to find the positive and negative politeness strategies in minimizing the potential face’s threat on interlocutor’s face based on the sociological variables (power, distance and imposition) in a communication.

As qualitative research, this thesis is conducted through several steps. The writer watches the video and its script, marks FTA, finds positive and negative politeness strategies, classifies and selects them based on Brown and Levinson’s theory of politeness.

The writer finds how the notion of politeness is applicable in communication. In this interview, the participants prefer to employ positive politeness strategy to negative politeness strategy. It is quite considerable since the interview is regarding to bilateral relations. The interactants need to treat one another as close friends. Desi employs more negative politeness strategies than Rutte does. It is suitable to the notion of politeness where a powerless participant needs to be polite to a powerful participant. However, Desi and Rutte will differ in employing the strategies because they have different occupations, roles and social backgrounds. Their relative power, social distance and rating of imposition influence the choices of their strategy.

As conclusion, positive and negative politeness strategies are the ways to use a language politely in which power, social distance and rating of imposition determine the level of politeness.

Key words: Positive politeness, Negative politeness, FTA.
APPROVEMENT

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The thesis entitled above has been defended before the Adab and Humanities Faculty’s Examination Committee on February 18th, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, February 18th, 2015

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award or any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Jakarta, February 18, 2015

Nurdy Kurniawan
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The writer
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CHAPTER I
INTRODUCTION

A. Background of the Study

Communication is an important thing for humans’ lives. Humans practically communicate with others by using a language. Sometimes, they use slang and banter with jokes. Even, they euphemize their language to create a different effect for the interlocutors. The use of these various ways has been interest in linguistics, especially in politeness studies. In sociolinguistics, Wardaugh says:

“In using a language, we make use of the devices that the language employs to show certain relationships to others and our attitudes toward them. Indeed, to use the language properly, we must do so. In using French, we cannot avoid the *tu-vous* distinction; in communicating in English, we must refer to others and address them on occasion; in speaking Javanese or Japanese, we must observe the conventions having to do with the correct choice of speech level and honorifics.”

Therefore, people as the language users have to use language appropriately, for politeness relates to the notion of appropriateness. Politeness itself is one of the requirements to make a smooth social interaction. According to Wardaugh, politeness is the most crucial aspect in language use as we must consider other people’s feelings. Robin Lakoff, as quoted by Fukushima, also argues that politeness is prioritized to avoid offence than to achieve clarity. Hence, politeness is indispensable in the language use that everyone should be polite to

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4 Ronald Wardaugh (2006), *loc.cit*.
make social interaction goes well. It relates to consideration and awareness of the interlocutor’s face.⁶

In communication, certain acts can threaten the face when those acts run adversely to the face wants of the addressee or the addresser.⁷ In other words, these acts are face threatening acts. As the strategy to avoid these threatening acts, the speakers can employ positive politeness and negative politeness to satisfy the hearers’ face wants.⁸ These strategies reduce the FTA based on the parameters of power (P), distance (D) and rating of imposition (R).⁹ Therefore, if the addressee performs FTA without an effort to maintain the addressee’s face, it will cause friction in social interaction.

A student’s request to a teacher and a friend’s request to a same individual are the good examples of positive and negative politeness use. The student’s request stating, “Excuse me, Mr. Buckingham, but can I talk to you for a minute?” and the friend’s request saying, “Hey, Bucky, got a minute?” to show linguistic politeness have different concerns to their addressee’s face. The student’s request is concerned to the teacher’s negative face and the friend’s request is concerned to the same individual’s positive face.¹⁰

To analyze linguistic politeness, the writer uses an interview between Desi Anwar and the Prime Minister of the Netherlands, Mark Rutte. The interview is

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eligible to be a corpus for this research because the corpus shows how the two people, which one is a senior journalist and the other one is a prime minister, find their ways to be polite in this interview.

As a senior journalist, Desi Anwar has to look for information about the bilateral relations between Indonesia and the Netherlands. She will ask the question politely because the lack of power makes her to do so. On the other hand, Mark Rutte as the Prime Minister will speak to Desi Anwar without considering any language rules. He has freedom when giving his statements. In this interview, their ways to find appropriate utterances are interesting to be analyzed within this analytical research.

Based on this background, the writer is interested in conducting this research in order to know how Desi Anwar and Mark Rutte use linguistic politeness to save each other’s face as public figures. The writer is also interested in finding out how imposition, social distance, and power play role in employing their linguistic politeness. Interestingly, there are probabilities that Desi Anwar and Mark Rutte perform linguistic politeness are different from each other in a way that cannot be easily described without a linguistic approach.

B. Focus of the Study

This research focuses on the implementation of positive and negative politeness strategies to save hearer’s face based on Brown and Levinson’s politeness theory in an interview between Desi Anwar and Mark Rutte. As a
limitation, the writer only analyzes the data which includes face-threatening act and face-saving act.

C. Research Questions

According to the background of the study, the writer formulates the research questions as follows:

1. What kinds of positive and negative politeness strategies are used by Desi Anwar and Mark Rutte?
2. Why do Desi Anwar and Mark Rutte use those positive and negative politeness strategies?

D. Objectives of the Study

The research objectives are:

1. To find out what the types of positive and negative politeness strategies are used by Desi Anwar and Mark Rutte.
2. To analyze the factor that influences Desi Anwar and Mark Rutte in choosing the positive and negative politeness strategies.

E. Significances of the Study

The result of the research is expected to give contributions as follows:

1. The research is expected to give a practical contribution for other students that concern with pragmatics, as a reliable reference to learn about politeness.
2. It is expected that the study is to give the readers and the writer more knowledge about politeness and face threatening act (FTA).

3. It is expected that the study can trigger deeper analysis for further research.

F. Research Methodology

1. Method of the Research

In this research, the writer uses a qualitative method. A research with qualitative method employs observation, textual analysis, interview, and the recording and transcribing of speech. A qualitative method used to answer research questions in rich description and in-depth information in the analysis.

2. Technique of Data Analysis

To analyze the data, the writer collects the data from the dialogue of the interview. The writer also conducts some specific steps. First, he watches the video and its script. Second, he chooses the data for the analysis. Third, he analyzes the data descriptively. In analyzing the data, he tries finding face threatening acts and face saving acts.

3. Research Instrument

The instrument of the research is the writer himself as it is out of question to analyze the data directly without interpretations from the researcher since the data are in a form of utterances. Furthermore, the writer is also the person who collects and analyzes the data.

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4. Unit of Analysis

The unit of analysis is an interview of Mark Rutte on Metro TV’s *Face 2 Face with Desi Anwar* program that broadcasted on January 18, 2014.
CHAPTER II
THEORETICAL FRAMEWORK

A. Politeness

The term politeness denotes various meanings. Many linguists propose the notions of politeness. Janet Holmes in her book, *An Introduction to Sociolinguistics*, states that politeness involves taking account of other people’s feeling in order to make himself feels comfortable.12 Allan Cruse also refers politeness as “maintenance of harmonious and smooth social relation in the face of the necessity to convey belittling messages.”13 Whereas, Saeko Fukushima refers politeness as a communicative strategy to maintain mutual face, achieve smooth communication and consider human relationship that is implemented with appropriate behaviour.14 Then, Lakoff in Gino Ellen’s book defines politeness as “a system of interpersonal relative designed to facilitate interaction by minimizing the potential for conflict and confrontation in all human interchange.”15 Based on the definitions above, politeness can be defined as the concept to maintain a good relationship by avoiding the interlocutor’s face of being threatened, insulted or even imposed in a communication.

Furthermore, Jenny Thomas argues that politeness is not about taking respects to others, but it is a more general matter of showing consideration to

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14 Saeko Fukushima (2003), *op. cit*, p. 27.
others.\textsuperscript{16} Leech explicitly states that politeness is not only showed in the utterance, but also the act like opening the door for someone.\textsuperscript{17} Therefore, Richard J. Watts \textit{et al}, define politeness as two concepts: first-order politeness and second-order politeness. The first-order politeness is the lay notion of polite behaviour involves the various ways in a social interaction, while the second-order politeness is a scientific concept relates to politeness as a term within a theory of sociolinguistics.\textsuperscript{18} So, it is impossible to use only one concept of politeness. The second-order of politeness is used since it is the scientific concept of theoretical constructions.

In linguistics, politeness takes much intention to the linguists. Consequently, many theories of politeness have been argued and giving significant contribution to linguistics. As quoted by Kunjana Rahardi, Grice proposes cooperative principle that involves maxim of quantity, maxim of quality, maxim of relevance and maxim of manner.\textsuperscript{19} Meanwhile, Leech also proposes maxims. He proposes politeness principle that is reflected in several maxims: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim.\textsuperscript{20} Then, Brown and Levinson propose politeness strategy, which consists of five strategies: bald on-record, positive politeness, negative politeness, off-record and do not perform FTA.\textsuperscript{21} According to Nadar, one of the politeness

\textsuperscript{20} Geoffrey Leech (1983), \textit{op. cit}, p. 132.
theories that is used as a reference for many linguists and pragmaticists is the one proposed by Brown and Levinson.\textsuperscript{22} Meanwhile, Jenny Thomas also states that Brown and Levinson’s theory of politeness is known as the most influential theory.\textsuperscript{23} Therefore, Brown and Levinson’s theory is chosen to this research since it is a reference and used as the most influential theory in linguistic politeness.

**B. Brown and Levinson’s Theory of Politeness**

1. **Face and Face Threatening Act**

The term face is a relevant aspect to all societies that everyone wants to preserve the face.\textsuperscript{24} According to Goffman, face is “the positive social value a person effectively claims for himself by the line others assume he has taken during particular contact.”\textsuperscript{25} In pragmatics, it is a noticeable social and emotional sense of self that individual wants his interlocutors recognize.\textsuperscript{26} Hence, people socially cannot be separated with the term face, which is universally known as their self-respect.

According to Wardaugh, “the concept of politeness owes a great deal to Goffman’s original work (1955, 1967) on face.”\textsuperscript{27} As translated from Chinese

\textsuperscript{23} Jenny Thomas (1992), *op. cit.*, p. 168.
\textsuperscript{26} George Yule (2006), *loc. cit.*
\textsuperscript{27} Ronald Wardaugh (2006), *op. cit.* p. 276.
term ‘diū liăn’, face means ‘reputation’ or ‘good name’.\textsuperscript{28} Then, the concepts are used by Brown and Levinson into their work of politeness.\textsuperscript{29}

According to Brown and Levinson, face is the public self-image that everyone wants to claim for himself, and it relates for two aspects: negative face and positive face.\textsuperscript{30} In simple term, negative face reflects to the wants of being unimpeded by interlocutors, whereas positive face reflects to the wants of being desirable or approved by interlocutors.\textsuperscript{31} It can be lost when someone is embarrassed or humiliated in public.\textsuperscript{32}

Since the face consists of positive and negative face, the illocutionary act may threaten positive face or negative face of the interlocutor through the face threatening act.\textsuperscript{33} As stated by Trask and Stockwell, it is an act that makes someone’s face is lost.\textsuperscript{34} If the inferior speaker employs direct utterance by saying “Give me that paper!” to the superior hearer whose social power is higher, it is defined as face threatening act.\textsuperscript{35}

Based on aforementioned perspectives, people have to recognize their face as their reputations or good names in verbal or non-verbal interaction. If they are not attentive with their face. It would be face threatening act.
In linguistic politeness theory, Brown and Levinson state that there are the face threatening acts (FTAs) that threaten the hearer’s face. These acts are as follows.\textsuperscript{36}

a. The actions in which the speaker threatens the hearer’s negative face wants by impeding H’s freedom of action. It includes the following:

1) The speaker puts some pressure on the hearer to do (or refrain from doing) an act. It involves: a) Order and request, b) Suggestion or advice, c) Reminding, d) Threat, warning, dare.

2) The speaker puts some pressure on the hearer to accept or reject them. It involves: a) Offer, b) Promise.

3) The speaker puts some pressure on the hearer to take an action to protect the object of speaker’s desire, or give it to the speaker. It involves: a) Compliment, expression of envy or admiration, b) Expression of strong (negative) emotion toward hearer.

b. The actions in which the speaker threatens the hearer’s positive face wants by indicating that the speaker does not want the hearer’s wants. It includes the following:

1) The speaker has negative evaluation of some aspects of the hearer positive face. For example:

   a) Speaker indicates that he does not want one or more hearer’s wants. It can be expression of disapproval, criticism, insult, accusation, or complaint.

\textsuperscript{36} Brown and Levinson (1992), op. cit, pp. 65-67.
b) Speaker indicates that hearer is wrong or misguided about some issues. It
can be disagreement and challenge.

2) The speaker shows that he does not care about the hearer’s positive face. It
includes: a) Expression of violent emotion, b) Irreverence or mention of
taboo topic, c) Bad news about hearer or good news (boasting) about
speaker, d) Dangerous emotional or divisive topic, e) Blatant non-
cooperation in activity, and f) Address term and other status-marked
identifications in initial encounters.

Briefly, face is vulnerable. The FTA possibly does not threaten only one
type of face. According to Brown and Levinson, some FTAs can threaten both
positive and negative face such as request for personal information, complaint,
threat, strong expression of emotion and interruption. When FTA is unavoidable
in the interaction, the speaker can employ face saving act. Face saving act is an act
that lessens or removes the threat of the face that is threatened or lost.

2. Strategies for Doing FTAs

In choosing the strategy, the speaker as rational interactant will minimally
consider the relative weighting of three wants: (a) he communicates the content of
FTA x, (b) he speaks efficiently or urgently, and (c) he maintains the hearer’s face
to any degree. This research only focuses on the want to maintain the hearer’s
face by using positive and negative politeness strategies because the research is
conducted based on the analysis of positive and negative politeness.

37 Ibid.
39 Brown and Levinson (1992), op. cit, p. 68.
a. The Strategies to Show Positive Politeness

According to Brown and Levinson, positive politeness concerns on positive face in which the speaker satisfies the hearer’s positive face by wanting hearer’s want in some respect. Communication through positive politeness strategy can be seen as solidarity strategy. In interaction, positive politeness employs offers of friendship, compliment and informal language where the addresser treats the addressee as a friend and do not impose or threaten face. Even, it demonstrates approval or understanding of the interlocutors in admitting them as in-group members, supporting with one another of common problems, admiring interlocutor’s condition, and using friendly joking, familiar address term or playful banter. Therefore, the ways can be various. There are many choices to employ positive politeness.

In its application, positive politeness is functioned as a social groundwork that the speaker does not necessarily minimize the FTA to the addressee’s positive face. Hence, positive politeness is not solely associated with face’s redress of the FTA but also employed to show familiarity or closeness between the speaker and the hearer in a various linguistic politeness usage.

According to Brown and Levinson, there are fifteen strategies to show positive politeness in a way of claiming common ground, conveying speaker and

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40 Ibid, p. 70
41 George Yule (1996), op.cit, p. 65.
hearer are cooperators, and satisfying hearer’s wants. The strategies of positive politeness are classified as follows:\textsuperscript{45}

1) Claim common ground

Claim common ground is a concept to show positive politeness. The speaker shares common ground with the hearer by indicating that they share specific wants, including goals and values. The concept of common ground is applied in eight strategies of positive politeness that includes three broad mechanisms:

a) Speaker conveys hearer’s want is interesting to speaker and hearer as in strategy 1, strategy 2, and strategy 3.

b) Speaker claims in-group membership with hearer as in strategy 4.

c) Speaker insists common perspective with hearer without referring to in-group membership as in strategy 5, strategy 6, strategy 7, and strategy 8.

Strategy 1: Notice, attend to hearer (interests, wants, needs, goods)

This strategy is done by taking notice of hearer’s condition. The hearer’s condition itself can be hearer’s interests, noticeable changes, or possessions. For example:

“Goodness, you cut your hair! By the way, I came to borrow some flour.”

In this case, the speaker does FTA by making a request to borrow some flour. The speaker notices the hearer’s condition by saying “Goodness, you cut your hair!” to show positive politeness. This way may satisfy the hearer’s positive face because the speaker approves the hearer’s wants.

\textsuperscript{45} Brown and Levinson (1992), \textit{op. cit}, p. 101-129.
**Strategy 2: Exaggerate (interest, approval, and sympathy with H)**

The speaker can claim common ground by exaggerating interest, approval, or sympathy with hearer. This is often done with exaggerated intonation, stress, or other aspects of prosodic, as well as intensifying modifier. For example:

“What a fantastic garden you have!”

By exaggerating his expression with exaggerated intonation or stress, the speaker invites the hearer that hearer’s want is admirable for speaker. The speaker conducts this exaggeration to express his admiration of the hearer’s garden. This way may satisfy the hearer’s positive face and claim common ground.

**Strategy 3: Intensify interest to hearer**

In this strategy, the speaker intensifies interest to hearer by sharing some of his wants through a good story. This strategy is often done by exaggerating the fact, using tag question, or expression that intensifies interest to the hearer. For example:

“I come down the stairs, and what do you think I see? – a huge mess all over the place, the phone’s off the hook and the clothes are scattered all over...”

As the example above, the speaker shares some wants to the addressee through a story to attract the addressee’s interest. By this strategy, they can share mutual interests and claim common ground.

**Strategy 4: Use in-group identity markers**

The use of familiar address forms, jargons, dialects, or ellipses as in-group identity markers is the way to claim common ground with hearer. For example:

“Help me with this bag here, will you mate?”
The word “mate” is a kind of familiar address forms. The speaker treats the hearer as in-group member by using the familiar address form. Then, hearer’s positive face can be saved because the hearer is treated as a member of a group.

**Strategy 5: Seek Agreement**

This strategy usually involves two ways, repetition and safe topic. For example:

Husband: “I had a flat tyre on the way home.”

Wife: “Oh god, a flat tyre! Isn’t your new car a beautiful colour.”

As the example above, the wife seeks agreement by using repetition and safe topic to complain about her husband’s new car. It is done by saying “a flat tyre! Isn’t your car a beautiful colour”. Repetition and safe topic are the ways to seek agreement.

**Strategy 6: Avoid disagreement**

Avoid disagreement is also kind of the strategy. The speaker can avoid disagreement through token agreement, pseudo-agreement, white lies, and hedging opinion. For example:

John: “That’s where you live, Florida.”

Bobby: “That’s where I was born.”

John: “I’ll be seeing you then”.

Bobby: “Oh, I can’t. I will fly to Texas.”

John: “It’s really a good idea, in a way.”

Bobby actually wants to say that he did not live in Florida. Hence, he avoids his disagreement by concealing his disagreement to John through statement
“That’s where I was born” as a way of token agreement. But, John also avoids his disagreement by using pseudo-agreement in which the word “then” employs itself as a conclusory marker to emphasize agreement with Bobby. John gives unclear opinion with hedging opinion to Booby through phrase “in a way” after Bobby gives white lies to John through statement “Oh, I can’t. I will fly to Texas”. All of examples are the ways to avoid disagreement.

**Strategy 7: Presuppose/raise/assert common ground**

To show positive politeness, the speaker may show common ground with his addressee. This way can be mutual interest or opinion. For example:

Daughter : “Oh, this cut hurt awfully, mom.”

Mother : “Yes dear, it hurt terribly. I know.”

As the example above, mother indicates to show common ground with her daughter about the pain that her daughter feels. Then, her daughter’s positive face can be satisfied because the daughter feels cared by her mother.

**Strategy 8: Joke**

A joke may be used to show positive politeness. The speaker may joke to hearer as the way to claim common ground. For example:

“How if I eat all these cookies?”

In requesting a cookie, the speaker says “How if I eat all these cookies?” as a joke to put hearer at ease and minimize the FTA.
2) Convey that speaker and hearer are cooperators

In either conversation or activity, the speaker and hearer are cooperators that share the goal in some domains. Then, they can redress the hearer’s positive face. There are three ways to convey cooperation:

a) Speaker indicates his knowledge of and sensitivity to hearer’s wants, as in strategy 9.

b) Speaker and hearer can claim kind of reflexivity between their wants, as in strategy 10, strategy 11, strategy 12, and strategy 13.

c) Speaker shows that he asserts reciprocity to be obtained between hearer and himself in which they are in the state of mutual helping, as in strategy 14.

Strategy 9: Assert or presuppose speaker’s knowledge of and the concern for hearer’s wants.

In this strategy, the speaker asserts his understanding to the hearer’s wants. For example:

“I know you can’t bear parties, but this one will really be good – do come.”

In the example above, the speaker expresses his knowledge of and concerns to hearer’s wants in performing FTA. He indicates that he knows addressee’s wants and takes them into account by saying “I know you can’t bear parties, but this one will really be good”. Then, the speaker can lead the addressee to cooperate with him that both interactants become the cooperators.
**Strategy 10: Offer or promise**

To be polite or to redress the threat of some FTAs, the speaker can offer or promise something to the hearer as cooperation. For example:

“I will drop you by sometimes next week.”

The example explains that speaker shows his cooperation to hearer. The speaker wants to satisfy the hearer’s positive face based on the claim that whatever hearer’s wants, the speaker wants for hearer. It is a way to show positive politeness.

**Strategy 11: Be optimistic**

In the particular context, the speaker can be optimistic by sharing the wants presumptuously to indicate that hearer wants speaker’s want for speaker or for them as cooperation. For example:

“You will lend me lawnmower for the weekend, I hope”

The example shows that the speaker is optimistic if the hearer will lend him a lawnmower. In this case, the speaker assumes that the hearer wants to do something for speaker and will help speaker to obtain his goal. When the hearer lends a lawnmower to the speaker, they can be considered as cooperators.

**Strategy 12: Include both speaker and hearer in the activity**

The use of “we” form that the speaker means ‘you’ or ‘me’ can be an assumption of cooperation and redress FTAs. For example:

“Let’s get on with the dinner”

The example shows that the speaker says “let’s” as “we” form to include both speaker and hearer in activity. This is a strategy to show positive politeness.
Strategy 13: Give or ask for reason

Giving or asking for the reason can be a way to imply cooperative act in conversation or activity. In this case, the hearer does something to the speaker because there is no good reason why the hearer should not cooperate. For example:

“You need to shut the door. The wind is coming in.”

“Why don’t we go to the seashore?”

The examples show that the speaker performs the requests to the hearer. In order to save the hearer’s positive face, the speaker asks or gives the reason to perform face-threatening act by telling the wind is coming as the way to give the reason or using “why don’t” as the way to ask the reason.

Strategy 14: Assume or assert reciprocity.

This strategy shows the cooperation between speaker and hearer in which the speaker redresses the FTA by omitting the debt aspects, or even criticisms and complaints. For example:

“I will give you some money if you repair my car.”

The example shows that the speaker requests to repair his car. By saying “I will give you some money”, the speaker asserts reciprocity as a cooperation with the hearer.

3) Fulfil H’s want for some X

This is a way to show positive politeness by satisfying some of hearer’s wants. In some particular respects, speaker suggests that he wants hearer’s wants for hearer.
Strategy 15: Give gifts to hearer (good, sympathy, understanding, cooperation)

In this strategy, the speaker satisfies the hearer’s positive face in communication by giving a gift to hearer. The gift can be sympathy, understanding, or cooperation. For example:

“I am proud you can surrender your love to her”

The example shows that speaker gives a gift to hearer as a way to fulfil hearer’s wants. It is the want to be liked, admired, or understood. In this case, he gives sympathy to hearer. Giving a gift to hearer is a strategy of positive politeness.

b. The Strategies to Show Negative Politeness

In linguistics politeness, negative politeness differs with positive politeness. It can be seen as deference strategy. According to Brown and Levinson, negative politeness is the strategy that oriented toward hearer negative face in which the speaker respects the addressee’s negative face wants and it is achieved without interfering with hearer’s freedom or action. In communication, the use of conventional politeness markers, deference markers, minimizing imposition are some examples of the strategy. As it recognizes the addressee’s face wants, negative politeness is more polite than positive politeness based on the amount of face redress. Therefore, negative politeness is commonly done between the

46 George Yule (1996), op. cit, p. 66
47 Brown and Levinson (1992), loc. cit.
48 Jenny Thomas (1995), op. cit, p. 172
49 Eva Ogiermann (2009), op. cit, p. 12
interactants whose social distance are not close. It differs with the positive politeness that the speaker intends to be closer with the hearer.

According to Brown and Levinson, there are ten strategies to show negative politeness in a way to be direct, do not assume or presume, do not coerce and redress other wants of hearer’s. The strategies can be described as follows:50

1) Be direct

In this way, on-record delivery and the redress of FTA are enjoined in showing negative politeness. Be direct in communication is a simplest ways to construct on record delivery. In the representation of the strategy, however, the speaker should redress the FTA to show negative politeness. Then, using conventional indirectness is a way to be polite in communication.

**Strategy 1: Be conventionally indirect.**

In this strategy, the speaker is being indirect and on record to communicate the FTA. For example:

“Can you please pass me the salt?”

The example shows that the speaker avoids being too direct through phrase “Can you please” as a device of indirectness. Consequently, the speaker can avoid imposing the hearer by not being too direct.

2) Do not assume or presume

In negative politeness, the speaker can be polite by avoiding to presuming or assume as a way to keep the distance from the hearer.

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50 Brown and Levinson (1992), *op. cit*, pp. 129-211.
Strategy 2: Using question, hedge

In this strategy, the speaker can use hedges or questions to show negative politeness. The use of hedges is to modify the level of predicate or noun phrase in which the level of predicate is partial, or true in some particular aspects, or more true and complete than what expected by the interactants. For example:

“I’m pretty sure I’ve read that book before”.

“I rather think it’s hopeless”

“She might hate you for what you have done”

The words “pretty,” “rather” and “might” are functioned as hedges to indicate the speaker does not presume something. In this case, the speaker makes the utterance be a little vague.

3) Do not coerce hearer.

In communication, when the speaker does not give compulsion on hearer, is defined as a way to show negative politeness. It can be done by giving the hearer an option to his response. These ways are described in strategy 3 through strategy 5 of negative politeness.

Strategy 3: Be pessimistic

The speaker can redress the FTA on hearer’s negative face by expressing something doubtfully. For example:

“You couldn’t possibly lend me your lawnmower, could you?”

By using negative form, the speaker can be polite by being pessimistic in performing an FTA. In this case, the speaker assumes that the hearer probably will not do something for him. Thus, the coercion toward the hearer can be minimized.
Strategy 4: Minimize the imposition, $R_s$

In communication, the speaker can impose the hearer when asking the hearer to do something. Therefore, the speaker has to be aware of $R_s$ (the intrinsic of seriousness of imposition) as considered polite. For example:

“I just want to ask you if you could lend me a single sheet of paper”

The example shows the word “just” is slightly restricting the extent of FTA that means “only” in which the speaker takes account of hearer’s negative face and avoids coercing the hearer.

Strategy 5: Give deference

By treating the hearer as superior, the speaker may show deference to the hearer. In English, it can be done by referent honorific (T/V) that is associated with the hearer such as eat/dine, man/gentleman, give/bestow, or Snuggs/Dr Snuggs that may give greater honour to the person, thing or activity. For example:

“We look forward very much to dining with you.”

The example shows that the word “dining” as referent honorific may give deference to the hearer. Giving deference is a strategy to show negative politeness.

4) Communicate speaker’s want to not impinge on hearer

In negative politeness, speaker should be aware of hearer’s negative face in communicating his wants as not impingement to hearer. The ways of negative politeness strategy to communicate speaker’s wants as not impinge on hearer are described in strategy 6, strategy 7, strategy 8, and strategy 9.
Strategy 6: Apologize

Apology can be used to omit an impingement between speaker and hearer. It can be expressed by admitting the impingement, indicating reluctance, giving overwhelming reasons, and begging forgiveness. For example:

“I am sure you must be very busy, but I need your help to move this desk”

“I hesitate to trouble you, but I want to borrow your car”

“I can’t think of nobody else who could lend me any money, do you have any for me?”

“I am sorry to bother you, I want to borrow any money from you”

By apologizing for doing an FTA, the speaker can indicate his reluctance to impinge on addressee’s negative face and thereby partially redress the impingement. All of examples are the ways to show negative politeness.

Strategy 7: Impersonalize speaker and hearer

In the conversation, hiding who the speaker is, or hearer is, can be a way to be polite. Speaker is not considered as alone or the addressee is not the hearer. For example:

“Do this for me” (from: “I ask you to do this”)

The example shows that speaker avoids ‘I’ and ‘you’ pronouns to impersonalize the speaker and hearer. When the speaker is unmentioned in a conversation, it means that the speaker does not want to impinge the hearer. In negative politeness, it can be the strategy.
Strategy 8: State the FTA as general rule

In this strategy, the speaker generalizes the expressions of FTA to the addressee. For example:

“Passengers will please refrain from flushing toilets on the train” (from: “you will please refrain from flushing toilets on the train”).

The example shows that speaker communicates the FTA to hearer as not to impinge on the addressee’s face. By using the word “passengers” and avoiding “you” pronoun, the speaker states the FTA as general rule.

Strategy 9: Nominalize

This strategy is a way to show formality that the speaker nominalizes the expression in order to make sentence or speaker’s utterance in the form of nominal phrase to show negative politeness. For example:

“Your good performance on the examinations impressed us favourably.” (from: “You performed well on the examinations and we were favourably impressed”).

The example shows that the subject of the sentence above is nominalized by making the utterance in the form of nominal phrase. Therefore, this example can be a way to show negative politeness.

5) Redress other wants of H’s

In negative politeness, one strategy is by redressing the other certain wants of H’s. By this assumption, speaker compensates the face threat to hearer’s negative face. The way of negative politeness that represents this assumption is described in strategy 10.
Strategy 10: Go on record as incurring debt or not as indebting the hearer.

Indebtedness of speaker can be claimed by the speaker to hearer as the way to redress FTA. When hearer requests or offers the speaker something, the speaker does it as not a debt of the hearer. For example:

“I could easily do it for you”

The example shows that the speaker disclaims indebtedness of hearer by offering. He states that he is willing to do something for the hearer as not indebting the hearer and thereby avoid the FTA.

C. Theory of Power, Distance and Imposition.

According to Sara Mills, “Power is another variable that is often treated in a relatively simplistic way in much linguistics analysis.”\textsuperscript{51} It is operated in a term of unequal role-relation such as teacher-student and employee-employer.\textsuperscript{52} In definition of Brown and Levinson, it is a degree that the hearer can impose his own plans and face at the expense of the speaker’s plans and face.\textsuperscript{53}

According to Fukushima, if a speaker is powerful, he can control the other because he has authority or the legitimate right to impose hearer based on the components of power such as social status, social class, institutionalized role, age, sex, wealth, physical strength, and regional or ethnic identity.\textsuperscript{54} As an example, Wijana states that a doctor has power over a police officer in medical check-up room while a police officer has power over a doctor in the road if the doctor

\textsuperscript{51} Sara Mills (2003), \textit{op. cit}, p. 48.
\textsuperscript{52} Helen Spencer-Oatey (2008), \textit{op. cit}, p. 34.
\textsuperscript{53} Brown and Levinson (1992), \textit{op. cit}, p. 77.
\textsuperscript{54} Saeko Fukushima (2003), \textit{op. cit}, p. 85.
breaks the law. Therefore, the doctor and police officer can be less polite based on the components of power. In communication, these components influence the power are different based on the context, which varies from culture to culture or situation to situation.

The second factor, social distance is a factor where the interactants are familiar or unfamiliar one another following the terms frequency of interactants, types of material, and non-material goods exchanged between the interactants. Saeko Fukushima in her study argues it as a degree of closeness. It is a term of ‘friend and not-friend’ where between friends usually be close compared with the people who are not friends. Therefore, the social distance meant to close persons who know with each other or strangers who are not familiar with each other.

Meanwhile, rating of imposition is a degree toward the imposition that is interfered in interactant’s positive or negative wants culturally or situationally. It is something that comes when something is asked for. For example, borrowing a car to someone probably is impolite or imposing if we are in a normal situation, but it will be polite if we want to carry someone who needs immediate medical actions to hospital.

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56 Saeko Fukushima (2003), loc. cit.
57 Brown and Levinson (1992), op. cit, pp. 76-77.
58 Saeko Fukushima (2003), op. cit, p. 86.
59 Ibid.
60 Brown and Levinson (1992), loc. cit.
61 Saeko Fukushima (2003), op. cit, p. 88.
62 I Dewa Putu Wijana, loc. cit.
Finally, the sociological variables have significant effects in interaction. It affects people to impose or being imposed in an interaction. For this reason, if they have a right to impose others, they can be less polite in a communication.

In pragmatics, Rahardi Kunjana explains about these sociological variables as follows: 63

1. The social distance is a factor determined by the social factor between the speaker and hearer like age, sex, sociocultural background.

2. The relative power is factor where someone is powerful and has authority toward his hearer or someone who is powerless and does not have authority toward the speaker.

3. The rating of imposition is the factor that determined by degree or rank of face threat of the FTA.

On the other perspective, Jenny Thomas follows Leech (1980 [1977]) and Brown & Levinson (1987 [1978]) scales’ explaining more detail about relative power, social distance and rating of imposition. Her explanation is describes as follows: 64

1. Power influences someone to be more polite to the person who has more power than he does and to be less polite to the person who has less power than he does. There are some types of the power namely reward power, coercive power, legitimate power, referent power and expert power. Reward power is the power in which the employer influences his employee’s career in a positive way like give a promotion. Conversely,

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64 Jenny Thomas, op. cit, pp. 124-130.
coercive power is the power in which the employer influences his employee’s career in a negative way. Meanwhile, legitimate power is power determined by the particular factor like the role or status. Another type of power, referent power is determined by the figure of someone that the other admires or wants to be like him. Then, expert power is determined by the case that the powerful participant has the expertise or knowledge that the powerless participant needs it.

2. The social distance is a combination of the psychological factors such as status, age, sex, or degree of intimacy that decides the overall degree of respectfulness.

3. The size of imposition is degree of how threatening the FTA to the hearer. It follows the concept of free and non-free goods or services. For example, we can take or use most things in our house but it is more threatening when we are in our neighbour’s house or asking 10 poundsterling is more threatening than 10 cents.

However, According to Brown and Levinson, the factors such as social power, social distance and rating of imposition affect the seriousness of FTA and define the degree of politeness.\textsuperscript{65} Therefore, there are some circumstances to Mark Rutte and Desi Anwar based on the sociological variables in using the strategy of positive and negative politeness, it can be as follows:

1. Mark Rutte is powerful as his occupation as a prime minister over Desi Anwar as a journalist.

\textsuperscript{65} Brown and Levinson (1992), \textit{op. cit}, p. 76.
2. Mark Rutte and Desi Anwar have distance between themselves based on some considerations like sex, age or social background.

3. In some cases, Desi Anwar is able to make imposition because her position as an interviewer demands her to get information from her interviewee.
CHAPTER III
RESEARCH FINDINGS

A. Data Description

In this section, the writer compiles the data from the interview between Desi Anwar and Mark Rutte from Metro TV’s program entitled *Face 2 Face with Desi Anwar*, which is hosted by Desi Anwar. Below are the data that will be analyzed by the writer.

Table 1.
The List of Face Threatening Act (FTA)

<table>
<thead>
<tr>
<th>No</th>
<th>Data</th>
<th>Speaker</th>
<th>Utterance</th>
<th>FTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Desi</td>
<td>Oh, tell me a little bit of your visit?</td>
<td>Request (personal information).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutte</td>
<td>They would come back on issues like flood protection in Jakarta, issue like healthcare sector, issue like agriculture and horticulture sector, NGO... We can learn from each other...</td>
<td>Bring a bad news, Request.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Desi</td>
<td>When I heard there’s the idea of the increasing level of relationship to the 2.0, tell me a little bit about that?</td>
<td>Request.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutte</td>
<td>Let’s be clear about it... We have to look the future... Indonesia might there be a part of G7 around 2030. You are an established member of G20, you are a leading member of ASEAN. So, Indonesia is regionally and on the world’s stage playing increasingly important role....</td>
<td>Request, Order, Expression of admiration.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Desi</td>
<td>You mentioned about, you know, the water... What other areas that we can actually focus on?...</td>
<td>Reminding, Request.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutte</td>
<td>I think in Frisian Flag, in the diary industry, there are issues...</td>
<td>Interruption, Bring bad news.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Desi</td>
<td>What do they hoping for you to bring? I know European at the moment in the middle of the,</td>
<td>Request, Bring a bad news.</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Rutte</td>
<td>The Netherlands is still a big relatively economy.</td>
<td>Contradiction.</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>-------</td>
<td>---------------------------------------------------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Desi</td>
<td>That’s aging population, is that all?</td>
<td>Interruption, Request.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Desi</td>
<td>Any other to new areas where we can begin cooperation?</td>
<td>Request.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Desi</td>
<td>Of course, this is your knowhow and technology that Holland has.</td>
<td>Interruption.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Desi</td>
<td>Indonesia-Dutch relationship 2.0 relationship of equal.</td>
<td>No FTA.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Desi</td>
<td>Perhaps, in the last a year especially the young generation. Maybe, they don’t know much or they don’t have an emotional tie or memory about being part of the Dutch colony, for example.</td>
<td>Bring a bad news.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Desi</td>
<td>I mean you as a prime minister. You know... in a term of your age, relatively young and also I heard you like to teach, you know, young people. Still on say of this the new generation of the generation tomorrow and a lot of the young generation in Indonesia, for example, they look more toward the United states, for example, they may not have any kind of</td>
<td>Compliment, Disagreement.</td>
<td></td>
</tr>
</tbody>
</table>
emotional ties with Holland men.

Rutte
Yes, America fantastic. I love America. But I think to view the world, there is so much, so many countries to have so much to offer.... I hope many more to come and we will send more and more Dutch students to Indonesia to get university education at a very best Indonesian university, also in the spirit of this equal partnership...

Request, Interruption, Disagreement.

11 Desi And Indonesia-Dutch Relation 3.0 in the future.
No FTA.

12 Desi I hope this is not your last visit. I hope to see you and in the near future, I hope too, you bring good stories about Indonesia to Holland.
Request, Order

Rutte I will, absolutely.
No FTA.

Table 2.
The List of Politeness Strategy

<table>
<thead>
<tr>
<th>No data</th>
<th>Speaker</th>
<th>Politeness Strategy</th>
<th>Factor Influences The Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Desi</td>
<td>Positive politeness: Attend or notice to H’s condition, give a gift to H,</td>
<td>Power, Social distance, Rating of imposition.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Negative politeness: Minimize the imposition.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutte</td>
<td>Positive politeness: Intensify interest to H, seek agreement, include both S and H in the activity.</td>
<td>Power.</td>
</tr>
<tr>
<td>2</td>
<td>Desi</td>
<td>Positive politeness: Attend or notice to H’s condition, presuppose/raise/assert common ground.</td>
<td>Power, Social distance, Rating of imposition.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Negative politeness: Minimize the imposition.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rutte</td>
<td>Positive politeness: Exaggerate, presuppose/raise/assert common ground, include both S and H in the activity.</td>
<td>Power.</td>
</tr>
<tr>
<td>3</td>
<td>Desi</td>
<td>Positive politeness: Attend or notice to H’s condition, give a gift to H, include both S and H in the activity.</td>
<td>Rating of imposition.</td>
</tr>
<tr>
<td>Rutte</td>
<td>Positive politeness: Offer/Promise.</td>
<td>Power.</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Positive politeness: Attend or notice to H’s condition, Intensify interest to H.</td>
<td>Rating of imposition.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Positive politeness: Include both S and H in the activity.</td>
<td>Rating of imposition.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Positive politeness: Presuppose/raise/assert common ground, be optimistic.</td>
<td>Rating of imposition.</td>
<td></td>
</tr>
<tr>
<td>Rutte</td>
<td>Positive politeness: Avoid disagreement, Offer/Promise.</td>
<td>Power.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Positive politeness: Presuppose/raise/assert common ground.</td>
<td>Rating of imposition.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Negative politeness: Question/hedge</td>
<td>Power.</td>
<td></td>
</tr>
<tr>
<td>Rutte</td>
<td>Positive politeness: Intensify interest to H, give gift to H</td>
<td>Power.</td>
<td></td>
</tr>
<tr>
<td>Rutte</td>
<td>Positive politeness: Presuppose /raise/assert common ground, include both S and H in the activity.</td>
<td>Power.</td>
<td></td>
</tr>
<tr>
<td>Rutte</td>
<td>Positive politeness: Offer/Promise.</td>
<td>Power.</td>
<td></td>
</tr>
</tbody>
</table>
B. Data Analysis

In data analysis, the writer uses Brown and Levinson’s politeness theory to answer the two research questions. The writer describes the FTA, the positive and negative politeness use, and the speaker’s reason in using the positive and negative politeness strategies. The data are questions and statements from Desi Anwar and Mark Rutte. From the data description above, the data analysis can be as follows:

Data 1

As the first chance of the interview, Desi Anwar shows her feeling about the meeting with the Prime Minister of the Netherlands, Mark Rutte. She is happy interviewing Mark Rutte on Metro TV’s program entitled Face 2 Face with Desi Anwar. This is her utterance to Mark Rutte:

“Great... to finally see the prime minister from the Netherlands here on Indonesia. Oh, tell me a little bit of your visit? that is quite a couple days, which is, you know quite a long time in term of state visit. Full of about activities, I am sure.”

Based on her first utterance, Desi Anwar performs FTA by requesting information to Mark Rutte about his visit to Indonesia. This request is a kind of personal information which threatens the negative and positive face of Mark Rutte. As an experienced journalist, she understands that she should be polite to her interviewee. Therefore, she uses positive and negative politeness strategies in requesting personal information to Mark Rutte.

Desi Anwar shows her enthusiasm to interview Mark Rutte by the statement “Great... to finally see the prime minister from the Netherlands here on Indonesia”. Consequently, Mark Rutte’s positive face is satisfied because he is
welcomed and noticed by Desi Anwar. In Brown and Levinson theory, this is a strategy to show positive politeness by giving a gift to H (sympathy, understanding). Then, she also notices the aspect of hearer’s condition with optimism through the statement “Full of about activities, I am sure”. It implies that she knows about Mark Rutte’s activities. Even, she optimistically expresses it with self-confidence. Through this way, Desi Anwar uses positive politeness strategy.

Desi Anwar also employs negative politeness strategy by minimizing the imposition through the phrase “a little bit” as a mitigating device to redress the FTA. This strategy is required because the request of personal information threatens the addressee’s positive and negative face. Here, Desi Anwar is polite in asking personal information to Mark Rutte.

As a person who has distance or as an inferior party who is talking to a superior one, Desi Anwar is aware to whom she interviews. So that, she employs negative politeness strategy. The reason to use negative politeness strategy is influenced by relative power and social distance between the participants. On the other hand, the two positive politeness strategies used by Desi Anwar is an implication that Desi Anwar wants to come closer with the addressee. She is allowed to impose Mark Rutte because her position as the interviewer demands her to get information from her addressee. For this reason, she can use positive politeness strategy because the rating of imposition of her speech act is small in this interview. In her first question, Desi Anwar’s speech acts are polite because
she redresses the face threat of Mark Rutte’s positive and negative face by using positive and negative politeness strategies.

Then, Mark Rutte answers the question enthusiastically after getting an interesting question from Desi Anwar. His interviewer’s question about his visit takes his enthusiasm because he wants to talks about the bilateral relations between Indonesia and the Netherlands. Through his statements, he talks about his activities during his visit to Indonesia:

“Full of activities. There are talks and discussions with president and vice president as I mentioned in the round table with the CEO and senior ministers from the Indonesian government and business life. And we had fantastic trading I guess that day, with over 300 people and before that we had big cocktail party in the hotel which over 500 people from Indonesian businesses, Dutch businesses. Many people who have been working in one of these two countries. I've just had meeting with the companies here, like grand banquet. And I asked them, “What came out of the table?”, and they all extraordinarily energetic. Many contracts, many new partnership. And they would come back on issues like flood protection in Jakarta, issue like healthcare sector, issue like agriculture and horticulture sector, NGO. And the good thing is that all the partnership of at level playing field. What can we learn from Indonesia and what can Indonesia learn from the Netherlands, because we make our mistakes. You are doing all kinds of things. Some going well, some things which you would have like done better. And we can learn from each other and this relationship is based on an equal partnership and I think this exchange of ideas and business context, I believe it’s extremely successful.”

Based on the dialogue, Mark Rutte performs FTA by the statement “they would come back on issues like flood protection in Jakarta, issue like healthcare sector, issue like agriculture and horticulture sector, NGO”. He brings a bad news about the addressee. Here, he raised unwilling issues in Indonesia which potentially threatens his addressee’s positive face. Moreover, through the statement “we can learn from each other”, Mark Rutte indicates that he requests
the addressee to cooperate with his government. It also threatens the addressee’s face. Therefore, Mark Rutte employs face saving acts to minimize the FTAs.

As the realization of face saving acts, Mark Rutte employs some specific strategies. First, he repeats a part of the addressee’s statement “Full of activities” to seek agreement with the addressee. Second, he employs positive politeness strategy by telling his story about the meeting and expressing some words such as “fantastic” and “big cocktail” dramatically as a technique to intensify interest to the addressee. Third, he includes speaker and hearer in activity through the statement “we can learn from each other”. It is done by using “we” form as if pretending the addressee wants to learn together and to cooperate with him. Here, Mark Rutte only employs the positive politeness strategy to minimize the FTAs.

As the person who is unfamiliar with Desi Anwar, positive politeness is less relevant to be applied to his utterance based on the variable social distance. Therefore, the social distance is inadequate to be a motive to use the strategies. There is another reason that can be the motive to use positive politeness. Rutte, as the superior one, has more freedom to be less polite by using positive politeness. Consequently, he uses positive politeness to minimize the FTA eventhough the FTA threatens negative face of his addressee. His utterance is still considered as polite because Mark Rutte has power over Desi Anwar. Therefore, the relative power is the factor that influences Rutte to choose the strategies as above.
Desi Anwar is interested to look for information about the bilateral relations between Indonesia and the Netherlands after Mark Rutte tells about the meeting with Indonesian stakeholders. It is definitely being her goal as the journalist to get clear information from Mark Rutte about his meeting. Here is what she said:

“When I heard there’s the idea of the increasing level of relationship to the 2.0, tell me a little bit about that? I mean, I know with million history behind us, but then again we have a long future ahead of us.”

Based on her utterance, Desi Anwar performs FTA by asking “Tell me a little bit about that?” which demands Mark Rutte to explain the increasing level of partnership between the two countries. It definitely threatens Mark Rutte’s negative face. Therefore, she employs positive and negative politeness strategies to save the addressee’s negative and positive face.

Through phrase “a little bit”, Desi Anwar employ negative politeness strategy by minimizing the imposition to satisfy Mark Rutte’s negative face. Then, through her statement “When I heard there’s the idea of the increasing level of relationship to the 2.0”, she notices the aspect of hearer’s condition about the increasing level of bilateral relationship between the two countries.

In addition, she also indicates to show common ground by using term “2.0”. In Brown and Levinson theory, it is a strategy of positive politeness by presupposing hearer’s knowledge that assumes the addressee understands and share the associations of that code. Here, Desi Anwar employs positive and negative politeness strategies to minimize the FTA in a request.
The use of negative politeness strategy is influenced by relative power and social distance. As an inferior party, she knows that asking Mark Rutte about something is very threatening to Mark Rutte’s face. Moreover, she also has distance with Mark Rutte. Therefore, she should show deference to Mark Rutte by employing negative politeness strategy. Meanwhile, the use of positive politeness strategies by presupposing common ground and noticing the aspect of hearer’s conditions is still meant to come closer with Mark Rutte as they are talking about the partnership. Desi Anwar uses positive politeness strategy because the size of imposition is small. Her position as interviewer gives her freedom to perform FTA by asking the question to Mark Rutte. The choices to use positive politeness strategies are influenced by the rating of imposition.

Furthermore, Mark Rutte gives his statement about the new partnership between Indonesian and the Netherlands to answer Desi Anwar’s question. He states some reasons of the increasing level to bilateral relations between two countries. This is his statement:

“Exactly, the history has brought many positive things and also some difficult pasts. Let’s be clear about it. This is the history. We have together dealt with it; and now we have to look to the future and this is what I feel that everybody here in Indonesia and everybody at my delegation. This country is growing by 5 or 6 percent per year. You’re a very young population. Indonesia might there be a part of G7 around 2030. You are an established member of G20; you are a leading member of ASEAN. So, Indonesia is regionally and on the world’s stage playing increasingly important role. So, both economically as well as politically and of course culturally, the ties are there. The bond between Holland or the Netherlands to Indonesia is strong. And this is that the ambassador told me and our ambassador in Jakarta, he said, “I feel when I have my contact with business people, with the government, with people from the regional government. There’s still a special relationship like we have to see each others, we have to be face to face. We have to have this context where you
cannot do with this via email or telephone call. We have to meet.” And that is what we have done here.”

As seen at the dialogue, Mark Rutte performs FTAs to the addressee by saying “let’s be clear about it” and “we have to look the future”. He wants does not want to talk about the history in the past. It is kind of request or order. Besides that, he shows expression of admiration toward his addressee that he says Indonesia is a leading member of ASEAN, being a part of G7 in 2030 and playing important role on the world stage. In Brown and Levinson’s theory, showing expression of admiration which seems to be out of context or unrellevant to addressee is kind of FTA.

As a political leader, Mark Rutte is aware to be polite too. He talks to Desi Anwar that he feels the same feeling with people in Indonesia about their history as well as using “this” as proximal demonstrative to increase involvement or empathy. It is a strategy to show positive politeness by presupposing common ground. He also includes speaker and hearer in activity through the inclusive “we” form as the strategy. It is applied by using words “let’s” and “we” in his request or order.

A strategy of positive politeness is also employed through exaggeration. He utters some words with exaggerated intonation and stress to exaggerate interest, approval or sympathy to hearer as a way to claim common ground. Through this way, he can minimize the face’s threat on the addressee’s face. The strategies of positive politeness by including both speaker and hearer in activity, showing common ground and doing exaggeration indicates that relative power between
Mark Rutte and Desi Anwar still influence Mark Rutte in choosing strategy. As a powerful participant, he can be less polite by using positive politeness strategy.

**Data 3**

Desi Anwar finally knows that Mark Rutte commits to increase new partnership with Indonesian government after Mark Rutte tells her that he wants to cooperate with Indonesian government. Then, Desi Anwar gives another question to Mark Rutte:

“And I like the fact that you brought a huge delegation with you over than 100 and hopefully this would mean more to some businesses and investments coming into Indonesia and you mentioned about, you know, the water. In particular, since I mean Holland is well-known with water management but the other things for example like the dairy industry.”

Reminding is kind of FTA. Desi performs FTA through her statement “you mentioned about, you know, the water”. Here, she reminds Mark Rutte to remember about water management in Indonesia. She also performs other FTA to Mark Rutte by saying “what others areas that we can actually focus on?” which implies a request to Mark Rutte. However, these FTAs threaten Mark Rutte’s public self-image. Desi Anwar is required to be polite to his interviewee by using the strategy.

In her utterance, she states that she knows her interviewee brings a huge delegation to Indonesia. Here, she employs positive politeness strategy by noticing the aspect of Mark Rutte’s condition. By stating the Netherlands has expertise in terms of water management and dairy industry, Desi Anwar also employs another positive politeness strategy. She gives a gift to hearer (sympathy, understanding) that may satisfy Rutte’s positive face wants of being liked or
appreciated by Desi Anwar. The last, she includes both speaker and hearer in activity by using the form “we” in her request to minimize the face threat on addressee’s face. By applying those strategies, Desi Anwar satisfies Mark Rutte’s face because Mark Rutte feels appreciated as being a close friend through multiple strategies of positive politeness.

Finally, the use of positive politeness is an implication that the relative power does not influence her choice to use strategy. If she is inferior with lower power, she needs to use negative politeness. But, she prefers to use positive politeness strategy than negative politeness strategy. As an interviewer, she can impose Mark Rutte by demanding information through positive politeness strategy. It is less imposing if she asks about water management to Mark Rutte. In other word, Desi Anwar employs positive politeness in performing FTA because the rating of imposition is small.

The relative power also influences Mark Rutte to employ strategy. It is applied through positive politeness strategy. He explains the cooperation, which is focused by the two countries. Here is what he said:

“(Interrupting Desi’s talk) Of course, we have Frisian Flag here. The company’s established in Indonesia since 1922. I will visit Bir Bintang later today which has its connection with Heineken which is active in Indonesia since ever so. But I think in Frisian Flag, in the diary industry, there are issues and this is something in the area that the Netherlands can help. We have our famous dairy industry, we have so much research insight and knowledge we now would like to share.”

In the dialogue above, Mark Rutte brings a bad news to the hearer when mentioning some issues in dairy industry, which seems to be a complaint. This statement threatens the addressee’s positive face. Fortunately, He is aware to his
addressee’s positive face. He tries to minimize FTA by offering the addressee a help to overcome the issues of dairy industry in statement “this is something in the area that the Netherlands can help”. Through this statement, Mark Rutte can be claimed as cooperator and redress FTA. Here, Mark Rutte uses positive politeness strategy.

Data 4

Desi Anwar as a journalist has to get information from Mark Rutte about the bilateral relations between Indonesia and the Netherlands. She asks Mark Rutte more details about this partnership:

“What do they hoping for you to bring? I know European at the moment in the middle of the, you know... economic crisis and you know... austerity measures and unemployment and so on and so forth. What kind of Holland that we are talking about now?”

As seen in the utterance above, Desi Anwar performs FTA by requesting Mark Rutte to give more information about the bilateral relation through questions “What do they hoping for you to bring?” and “What kind of Holland that we are talking about now?”. These questions demand Mark Rutte to do some acts requested by Desi Anwar.

Other face-threatening act is also found by bringing a bad news to the hearer. She mentions unwilling issues in Europe, where the Netherlands is a member of it. It is kind of FTA that she ignores her addressee’s feelings.

To minimize the threats on addressee’s face, Desi Anwar performs two specific strategies. First, she notices or attends to hearer before bringing a bad news through statement that indicates she knows about the issues in Europe. It is kind of positive politeness where the statement shows that the speaker pays
intention to the hearer’s condition with empathy. Second, she intensifies interest to hearer through the phrase “you know?” to raise Mark Rutte’s enthusiasm in conversation. Here, Desi Anwar employs positive politeness in performing FTAs.

In his response to Desi Anwar, Rutte explains his perspective or objective in terms of the new bilateral relations between Indonesia and the Netherlands. Here is what he said:

“The Netherlands is still a big relatively economy. We are not as big as Indonesia. We are in abilities of 17 or 18 of economy and you are in 15 or 16 economy in the world. So, you have basically over taken Holland now. And you’re growing 5-6 percent. So, we’ll only see the back of you in term of economic growth. And again in 2030, you maybe the seventh of the biggest economy. In Europe, we have to fight last couple few years as the effect of the serious crisis of indebtedness, particularly in the south of Europe which is lose in bringing all of resource and we have to put it based on the necessary of austerity measures. We do not have the population growth you have here in Indonesia. So, the demographic, the demographic is different.”

Contradiction is kind of FTA. Mark Rutte threatens the negative and positive face of Desi Anwar by saying “The Netherlands is still a big relatively economy” as a response to Desi Anwar’s statement. Consequently, he employs positive and negative politeness to show his contradiction. Through the adverb “relatively”, he uses hedge to show negative politeness. The adverb “relatively” can be mitigating device for making assumption to avoid coercion on the addressee’s face. By praising Indonesia for its increasing economic growth and development, Mark Rutte gives his sympathy and understanding to his addressee. Here, he employs positive politeness strategy.

Regarding to the choices of strategy of both participants, the rating of imposition is the factor that influences Desi Anwar to use positive politeness
strategy because it is less imposing to demand information to the addressee who conducts a trade mission. Meanwhile, the relative power still influences Mark Rutte to use positive politeness strategy because he is the powerful participant. He can use positive politeness strategy in this exclusive interview. On the other hand, the social distance is the factor that influences him to use negative politeness strategy. As a person who has distance with Desi Anwar, Mark Rutte is required to be polite. The use of negative politeness strategy is more reasonable than positive politeness strategy as a way to keep distance to Desi Anwar. By using negative politeness strategy, Mark Rutte is polite in the dialogue with Desi Anwar.

Data 5

When Mark Rutte is still on the floor, Desi Anwar interrupts him. Through her statement, she asks about the population growth to Rutte. Here is what she said:

“(Interrupting Mark Rutte’s talk) That’s aging population, is that all?”

Giving the statement that demands the addressee to give an opinion is kind of request. Desi performs FTA through statement “That’s aging population”. Even, her interruption also threatens Rutte’s face. Hence, Desi needs to employs strategy to minimize the FTA.

In her utterance, she uses negative politeness by using strategy 2 (question, hedge) as a way to avoid assuming or presuming. In Brown and Levinson’s theory, using question or hedge is kind of negative politeness strategy. Therefore,
Mark Rutte’s negative face can be satisfied because Desi avoids to assume something that may gives coercion to Rutte.

Furthermore, Mark Rutte answers the question about the population growth in the Netherlands, which is different with the population growth in Indonesia. Here is what he said:

“(Interrupting Desi Anwar’s talk) Yes, in the Netherlands, we still have a population that still growing but at very low rate and not as higher like you are. As well as in some European countries, we have a slow growth that is getting smaller.”

As seen from his utterance, Mark Rutte gives his statement about the aging population to Desi Anwar. If he says that the Netherlands has no aging population, it threatens his addressee’s positive face. Fortunately, he avoids disagreement by using term “yes” and avoiding term “no” in his utterance. Through statement “Yes, in the Netherlands, we still have the population that still growing but at very low rate and not as higher like you are”, Mark Rutte can avoid disagreement by pretending to agree with Desi Anwar before telling his disagreement. Then, the addressee’s positive face can be satisfied by applying the strategy.

As a powerful participant, Mark Rutte can be less polite by using positive politeness strategy. His power over Desi Anwar is the reason to use the positive politeness strategy. Conversely, Desi Anwar who tries to demand information from Mark Rutte is required to use negative politeness strategy. She uses negative politeness because she is talking to the powerful participant whom she does not know well. Therefore, social distance and relative power influence Desi Anwar to use negative politeness strategy.
As mentioned by Mark Rutte, some companies have been in Indonesia for some decades such as Friesland Campina and Heineken. It means that Indonesia is interesting for investment. To get deeper information, Desi Anwar asks the question about the other new areas that can be cooperated to establish new partnership with Indonesian government. Here is what she said:

“Some of the companies you mentioned have been in Indonesia for quite long time where those long-term companies are quite familiar with. Any other to new areas where we can begin cooperation? (Interrupted by Rutte...“absolutely”) how exciting Indonesia is to Dutch companies?”

When saying “Any other to new areas where we can begin cooperation?”, Desi Anwar performs FTA. It is a request. Therefore, to save the hearer’s face, she includes S and H in activity by using form “we” than using “you” or “I” to minimize the FTA. Then, the threat on Rutte’s face can be satisfied because he feels appreciated as being cooperator. Using this technique is a strategy used to show positive politeness strategy.

In his response to Desi Anwar’s question, Mark Rutte explains some areas that can be done with Indonesian government. Baggage-handling system and flood protection are the examples that can be done in cooperation:

“(Interrupting Desi Anwar’s talk) Sometimes, it’s very practical. People say there’s company in trade mission was working in the area of baggage handling. As you know might, your government has an international airport. So, they need a first-class baggage handling system. You and I know how troublesome it is when you come to airport and your suitcase is gone. So, this company will make sure that it didn’t happen. And then, we might jointly working in many places in the world. Indonesia and the Netherlands together to get this thing rolling in another countries. The same as flood protection. The big idea is there are to prevent Jakarta from flood flooding. This idea to get hood in the island, in the sea that would be the last barriers for the sea. Not to flood Jakarta. This is a big, really a big idea which could
paid by itself by creating new land. This could be the idea which we could then export together. Indonesia and the Netherlands go to country like Bangladesh, countries in other parts of Asia and South America where flood is a particular problem so.”

In his utterance, Mark Rutte performs face-threatening act (FTA) by requesting the addressee to use baggage-handling system from Dutch company and to cooperate with the Netherlands in many places in the world. Here, he threatens the addressee’s negative face.

To minimize the face threat on his addressee’s negative face, he employs negative and positive politeness strategies. He gives the reason when requesting the addressee to use baggage handling system from a Dutch company. Giving a reason is a way to show cooperation with the addressee, which implies “I can help you” or “you can help me”. Therefore, the addressee’s positive face can be satisfied because the addressee feels appreciated as being cooperators.

Mark Rutte also avoids to coerce his addressee by using hedge “might” in his utterance. Here, he uses the strategy 2 (question, hedge) of negative politeness. Moreover, he also exaggerates his utterance through the clause “this is a big, really a big idea”. Through this strategy, Rutte employs the positive politeness strategy to minimize the FTAs by exaggeration.

There are explainable reasons for Desi Anwar and Mark Rutte in using the strategies above. Desi Anwar can make imposition through her question since her position as interviewer. It makes the imposition is small to perform FTA. By performing FTA without negative politeness strategy. She indicates that relative power and social distance do not influence her to use the strategy in her utterance. On the other hand, relative power and social distance influence Mark Rutte in
using the strategies. Relative power influences him to employ the positive politeness strategies. It is predictable because he is powerful participant that has power over Desi Anwar. He is allowed to be less polite by employing positive politeness strategy. Moreover, social distance is another variable that influences him to use the negative politeness strategy when suggesting the addressee to cooperate with. It is because he has no social closeness with Desi Anwar in which suggestion to his addressee is more threatening when they have the distance. Therefore, he employs negative politeness strategy to be polite towards his addressee.

**Data 7**

In this data, Desi Anwar suddenly interrupts Mark Rutte as non-cooperative activity. This is her statement:

*(Interrupting Mark Rutte’s talk) Of course, this is your knowhow and technology that Holland has.*

Interruption is also kind of FTA where Desi is not cooperative in the conversation. Desi Anwar interrupts Mark Rutte’s talk when he is still on the floor. Therefore, it threatens Mark Rutte’s face because they have distance and Rutte has higher power rank. However, Desi Anwar employs politeness strategy to minimize the FTA. She presupposes common ground with hearer by indicating speaker and hearer have mutual knowledge or same wants that seems to increase the involvement or empathy to hearer. Here, she uses word “this” as a proximal rather than distal demonstrative. She is also optimistic in stating her statement through phrase “of course” at the first of his utterance. So, in this chance, Desi Anwar employs positive politeness strategies.
After interrupted by interviewer, Mark Rutte gives his statement with interruption. Here is what he said:

“(Interrupt Desi Anwar’s talk) Yes, but at the sometimes we are learning new stuff here because you are struggling with the issues which is also new to us. So, we can provide the technology and the research but doing it at the skill and with the people who are active here. I have visited The Pluit yesterday, the neighbourhood here, in the part of the Jakarta and where you have your particular issues in term of environment and water. And Dutch company together with some of the leading Indonesian people working together to get a grip on this issue.”

In this dialogue, Mark Rutte disapproves with Desi Anwar who indicates that the Netherlands is the expert with knowhow and technology to the issues in Indonesia. Here, he shows his disapproval with the strategy to save the addressee’s face. He uses positive politeness by avoiding disagreement through the statement “Yes, but at the sometimes we are learning new stuff here because you are struggling with the issues which is also new to us”. He avoids blatant “no” by replacing it into “yes, but...” to show disapproval with Desi Anwar.

Then, through statement “…where you have your particular issues in term of environment and water”, Mark Rutte performs other FTA by bringing a bad news about the hearer. He claims that the addressee has issues in terms of environment and water. This FTA threatens addressee’s positive face. Fortunately, Rutte uses positive politeness strategy by offering or promising the addressee that he can provide the technology and research before performing FTA. It can be defined as positive politeness through strategy 10 (offer, promise).

Regarding to sociological variables that influence the strategy, the rating of imposition is the factor that influences Desi Anwar’s strategy to redress FTA on Mark Rutte’s face. Here, the rating of imposition is small depends on imposition
in which the addressee is demanded to give information by rules. It is done by statement that implicates the question or the demand for information. Meanwhile, the relative power influences the choice of Mark Rutte’s politeness strategies. He, as a powerful participant, uses positive politeness strategy to save the addressee’s face. As the one who has power, Mark Rutte has more freedom to use the strategy. By using positive politeness strategies, he indicates that he wants to get closer with his addressee.

**Data 8**

After Rutte answers the questions, Desi Anwar gets the information about the new partnership between Indonesia and the Netherlands. Then, she presupposes common ground with term “2.0”. Here is what she said:

> “Indonesia-Dutch relationship 2.0 relationship of equal”

Rutte responds to this statement. He talks about the partnership between the two countries. Here is what he said:

> “Of equal, equal partnership, it is learning from each other because you’re doing things over here which are tremendous interests to us and the Netherlands to learn. On the other hand like a healthcare, we have done some things horribly wrong and some things went well and we can at least explain to you what we have learn and make sure you don’t have the same mistakes we made in the past and we have companies to help you.”

At the first of his response, Rutte does repetition. Repetition is also kind of the strategy to seek agreement. He indicates that he heard of what have been said correctly and thereby repeats a half of what Desi Anwar has said through the phrase “equal, equal partnership”. Here, Rutte employs positive politeness strategy by seeking agreement. By this strategy, Desi Anwar’s positive face can be satisfied because she feels appreciated by Mark Rutte.
Mark Rutte also performs FTA through command in the statement “it is learning from each other” and offer in the statement “we have companies to help you”. Therefore, he uses two specific strategies in performing these FTAs. First, he employs negative politeness by impersonalizing speaker and hearer through statement “it is learning from each other” instead of “I tell you it is learning from each other”. Second, he shows his cooperation with hearer by using strategy 14 (assume or assert reciprocity). In this case, speaker allows hearer to learn about health care with the Dutch company and the hearer allows the speaker to learn something, which is tremendous interest to speaker. Here, Rutte uses positive and negative politeness to redress FTAs on his addressee’s face.

Based on the strategies used by Mark Rutte, social distance influences his choices of the strategy. As a person who has distance, he must use negative politeness to keep distance and be polite. Besides that, relative power between Desi and himself also influence his strategy to use positive politeness. As a powerful participant, he has power to impose Desi Anwar. Therefore, he can use positive politeness in his utterance. Meanwhile, rating of imposition influences Desi’s choice to use positive politeness. As an effect of this, she uses positive politeness to get information from Mark Rutte.

**Data 9**

In another question, Desi Anwar asks the question about the relations of the two countries and the Prime Minister’s perspectives to Indonesia. Here is what he said to Mark Rutte:

“OK. Economics, trades and in all these relations. Also there’s an emotional ties now. Perhaps, in the last a year especially the young
generation. Maybe, they don’t know much or they don’t have an emotional tie or memory about as being part of the Dutch colony, for example. How is Indonesia still being viewed in the Netherlands? (Rutte interrupts “the Netherlands”) Is it something that, ok, parts of the past or is it still have kind of nostalgic or emotional tie?”

Bringing a bad news to hearer is a kind of FTA. Desi Anwar performs FTA by the statement “Perhaps, in the last a year especially the young generation. Maybe, they don’t know much or they don’t have an emotional tie or memory about being part of the Dutch colony, for example”. By telling that Indonesian young generation has no emotional ties to the Netherlands, she indicates that she ignores Mark Rutte’s feeling. Consequently, she performs face saving act to minimize the potential threat on her addressee’s face. She employs negative politeness strategy through the hedge “maybe” or “perhaps” to minimize FTA in bringing a bad news to Mark Rutte.

Furthermore, Mark Rutte talks about his family and himself to the addressee as a way to emphasize that the two countries possessing a bond by themselves as his response to Desi Anwar’s question. Here is what he said:

“I in 10 Dutch people have a bond with Indonesian. My dad lived for 30 years; my mom lived for ten years, long before I was born. So, all of the stories that I heard in my youth is all about Indonesia. So, when I came to Soekarno-Hatta airport and I smelt the smell and I felt the climate. And this was immediately all the positives that I learned from my family. And all of my brothers and sisters, I have 7 brothers and sisters. 6 of them were born in Indonesia and I’m the only one who was born in Hague. So, in 10 percents of Dutch population has this direct emotion ties. It’s nostalgia to a certain extension. At the same, it is a fantastic base to build the future relationship. Because, of course, Indonesia of the 50’s and 60’s is not longer there. You have now developed into one of the fastest growing economy in the world and we’ve had our development in the Netherlands."

As seen in his utterance, Mark Rutte shows his disapproval to Desi Anwar’s statement. But, he does not show his disapproval without applying the strategy.
He employs the positive politeness strategies to redress FTA on the addressee’s face. First, he tells about his family and himself to Desi Anwar. In Brown and Levinson’s theory, sharing some of his wants or making good story is kind of strategy. It is a way to intensify interest to hearer. Second, he praises the addressee by saying Indonesia is one of the fastest economy as a way to give a gift to hearer. Through this strategy, the face wants of the addressee can be fulfilled because the addressee feels to be admired, liked or understood by Mark Rutte.

As seen at the strategies used by the participants, power and social distance influence their strategies differently. Desi Anwar employs negative politeness strategy by considering the relative power and the social distance to use the strategy. The negative politeness strategy is considerably more appropriate than positive politeness strategy when performing face-threatening act (FTA) because she has distance and less power over Mark Rutte. Meanwhile, Mark Rutte employs the positive politeness strategies as above because he has higher level of power that makes him is powerful. He employs positive politeness strategy because he wants to show closeness with the addressee. Therefore, both participants are polite based on the factors that are parameters to estimate the level of politeness.

Data 10

The interview still focuses on the bilateral relations between Indonesia and the Netherlands. Desi Anwar asks the question about the partnership related to the young generation between the two countries. Here is what she said:

“This finally on a final note because I understand, I mean you as a prime minister. You know... in a term of your age, relatively young and also I
heard you like to teach, you know, young people. Still on say of this the new generation of the generation tomorrow and a lot of the young generation in Indonesia, for example, they look more toward the United states, for example, they may not have any kind of emotional ties with Holland men. How to increase this level of relationship between the young Indonesian and the youth of Holland, for example. What would make it interesting for Indonesian young kids to come to Holland?”

Through the statement that conveys Indonesian and Dutch have no emotional ties, Desi Anwar performs FTA. It can be disagreement because Mark Rutte conveys that people Indonesia and the Netherlands have emotional ties between themselves. She also perform another FTA through a compliment when she states that Mark Rutte loves to teach young people in his young age. Therefore, to minimize FTA, she employs multiple politeness strategies.

In using negative politeness strategy, Desi Anwar apologizes by admitting an impingement through the statement “This finally on a final note because I understand, I mean you as a prime minister” and uses the hedge by using the word “relatively” to avoid the FTA. She realizes that she threatens the addressee’s positive face by disagreement and compliment. This way is an indication that she is aware to whom she interviews and wants the impingement on her addressee’s face can be redressed.

In using positive politeness strategy, Desi employs positive politeness strategy through the phrase “you know” with raising intonation,. She does this strategy to intensifies interest to hearer and thereby raises her addressee’s enthusiasm in conversation. As the effect of this, Mark Rutte will be interested to what Desi Anwar utters and then claiming common ground.
Furthermore, Mark Rutte gives his statement to the question of partnership among the young generation between two countries. He interrupts Desi Anwar and says:

“(Interrupt Desi Anwar’s talk) I spoke to alumni here, in Jakarta, and I spoke here with the alumni who stated that 20000 Indonesian students had came to the Netherlands to study. So I hope many more to come and we will send more and more Dutch students to Indonesia to get university education at a very best Indonesian university, also in the spirit of this equal partnership. For young people, I’ll say, yes America fantastic. I love America. But I think to view the world, there is so much, so many countries to have so much to offer. Europe has so much to offer in term of its universities education, its economy, its oriented on the world like the Netherlands set itself with big harbours, with exports oriented economy. So, I think we have to work on all these issues at same time. Economic bond, trade, the political, culture tie, sports. And then I believe that we will remain relevant for each other and that special bond will then move to the generation also to the younger generation, and that’s my hope and ambition.”

In the response to Desi Anwar about the Indonesian young generation that look more toward United State. He says “yes America fantastic. I love America. But I think to view the world, there is so much, so many countries to have so much to offer....” as an indication that he employs politeness strategy by avoiding disagreement with Desi Anwar in which he pretends to agree with Desi Anwar. He does this strategy to agree with Desi Anwar at the first before he shows his disapproval. As a result, his addressee’s face wants can be fulfilled because he shows his disapproval less directly.

In addition, through statement “I hope many more to come and we will send more and more Dutch students to Indonesia to get university education at a very best Indonesian university, also in the spirit of this equal partnership”, he performs FTA by requesting the addressee to deliver more students to the
Netherlands. To avoid the FTA, he assumes or asserts reciprocity in an assumption that he will send more students to Indonesia if the students from Indonesia want to come to study in the Netherlands. Here, he indicates the cooperation to show positive politeness strategy.

Regarding to the factors that influence the strategy of participants, Desi Anwar’s negative politeness strategies are influenced by relative power and social distance. Relative power and social distance influence her to redress the FTA by the apology or hedge to restrict the extent of FTA. Meanwhile, rating of imposition is the other factor that influences Desi Anwar to use positive politeness. The rating of imposition is small because Desi Anwar is an interviewer who can impose her addressee through her question or statement. On the other hand, Mark Rutte uses positive politeness strategy because his power gives the authority to make imposition on his addressee’s face. Power is the only factor that influences his strategy to perform FTA through the request.

Data 11

This finally almost the end of the interview, Desi Anwar gives her statement by presupposing common ground with term “3.0”. Here, she does not perform FTA:

“And Indonesia-Dutch Relation 3.0 in the future”

Then, Mark Rutte gives his statements with interruption about his plan in the cooperation with Indonesia. It is the increasing partnership in the future.

“(Interrupt...) And then let we speak next time, 2.1, 2.2 and one day 3.0 but most definitely, that’s the central focal point in the future, future-oriented.”
As seen at the utterance, Rutte wants Desi Anwar to talk about future relationship in the next time. It means a request that he does FTA because he wants his addressee to do act. However, Rutte wants to be polite to his addressee. He employs the strategy by using inclusive “we”, where he includes speaker and hearer in activity. By using this strategy, Rutte indicates that Desi and himself are cooperator. Then, Desi Anwar’s face can be satisfied because Rutte appreciates her by including her in his activity. In addition, by stating 2.1, 2.2 or 3.0 indicating hearer understands and shares the associations of the code. He employs strategy 7 (presuppose/raise/assert common ground) to claim common ground with Desi Anwar. Here, he uses positive politeness strategy. The sociological variable that influences the strategy of Mark Rutte is relative power. He considers his power that influence him to use positive politeness. Meanwhile, the rating of imposition is the variable that influences Desi Anwar to use positive politeness strategy since she is an interviewer who can impose her interviewee through the statement that implies a question.

Data 12

Desi Anwar successfully achieves his goal to get the information about the relationship between the two countries that Metro TV will broadcast to Indonesia. Finally, she expresses thanks to Mark Rutte. Here is what she said:

“OK, Prime Minister. Thank you very much. It’s been lovely talking to you and I hope this is not your last visit. I hope to see you (Rutte interrupts “certainly not, thank you so much”) and in the near future, I hope too, you bring good stories about Indonesia to Holland.”

When Desi Anwar says “I hope this is not your last visit. I hope to see you” and “and in the near future, I hope too, you bring good stories about Indonesia to
Holland”, Desi Anwar performs a request and an order as the FTAs. However, she also knows to whom she interviews. Therefore, she uses specific strategy before performing the FTA. She gives sympathy or understanding to Mark Rutte through the statement “Thank you very much. It’s been lovely talking to you”. Here, she uses positive politeness strategy. In addition, she employs positive politeness strategy by calling Mark Rutte “Prime Minister” as a way to give deference. She uses a honourable title of Mark Rutte, which is his position is the Prime Minister of the Netherlands. Then, Mark Rutte’s negative face can be satisfied because he feels appreciated by Desi Anwar. Here, she uses positive and negative politeness to minimize the FTA.

Getting the request from Desi Anwar to come back to Indonesia and to bring a good story about Indonesia to Holland is the honour for Mark Rutte. Then, he gives his response by saying:

“I will, absolutely”

Through his statement, Mark Rutte takes a promise to Desi Anwar. However, this promise is not FTA that threatens Mark Rutte’s negative face. It is kind of positive politeness strategy. In this case, Rutte indicates that he promises to visit Indonesia next time and to bring good news about Indonesia to Holland in order to comply with Desi Anwar’s request. Consequently, the addressee’s positive face can be saved because she feels appreciated that her request is fulfilled by Mark Rutte. Here, he uses positive politeness strategy.

Looking at sociological variables that influence the strategy of the participants. Desi Anwar as a powerless participant who has distance with Mark
Rutte needs to be polite by negative politeness. Therefore, she gives deference to Mark Rutte as her strategy to be polite. Meanwhile, the rating of imposition influences Desi Anwar to employ positive politeness. It is considerable because the rating of imposition of the FTA is small. She can demand her interviewee for her request. Meanwhile, Mark Rutte’s strategy is influenced by his relative power over Desi Anwar.

In the closing of the interview, Desi Anwar and Mark Rutte express thanks to each other:

“OK, thank you very much”

“Thank you very much”
CHAPTER IV

CONCLUSION AND SUGGESTION

A. CONCLUSION

In this thesis, the writer analyzes an interview between Desi Anwar and Mark Rutte on Metro TV’s *Face 2 Face with Desi Anwar* program. The interview shows how politeness takes a place in interaction between the two interactants. The positive and negative politeness strategies as face saving acts to redress the FTAs are employed by the participants. As the one who has more power, Mark Rutte uses more positive politeness. Power is the factor that influences him to use positive politeness in this interview. Meanwhile, Desi Anwar often makes imposition to Mark Rutte because she is an interviewer. As the interviewer, she has right to demand information from her interviewee. Most of Desi Anwar’s strategies are meant to minimize the imposition. Mark Rutte and Desi Anwar also need to be polite because they are unfamiliar to each other. Therefore, they need to find ways to be polite toward interlocutor. In addition, given that the choice of the strategy is influenced by some factors; the interlocutor’s negative face is not merely fulfilled by negative politeness, but it also can be fulfilled by positive politeness and vice versa.

Based on the analysis, the writer found 12 data that include questions and statements. The results moderate that Mark Rutte uses more positive politeness strategy than negative politeness strategy. It is an indication that Mark Rutte wants to come closer or to treat his addressee as a friend by using more positive
politeness strategies. His disagreement of the statements that insists no emotion ties between Indonesia and the Netherlands is an evidence that he wants to come closer with his addressee. The types of positive politeness strategies such as exaggeration, intensify interest to hearer, seek agreement, avoid disagreement, presuppose common ground, offer or promise, include speaker and hearer in an activity, assume reciprocity, give reason and give gifts to hearer are employed by Mark Rutte.

As well as Mark Rutte, Desi Anwar employs positive politeness more than negative politeness. It is very possible if Desi Anwar uses positive politeness even though she less power over Mark Rutte. She wants to make her interviewee feels comfort and comes closer in this interview. Desi Anwar chooses positive politeness strategies such as attend or notice to hearer, intensify interest to hearer, presuppose common ground, include speaker and hearer in activity and give gifts to hearer in order to redress the FTAs on her addressee’s face.

In using negative politeness, Desi Anwar uses more negative politeness than Mark Rutte does. She employs negative politeness strategies such as minimize imposition, question or hedge, apologize and give deference. Meanwhile, Mark Rutte employs type of negative politeness through question or hedge and impersonalize speaker and hearer. By using more negative politeness than Mark Rutte, Desi Anwar wants to be more polite and keep distance toward Mark Rutte because she knows Mark Rutte has power over her. However, there are the variables that influence these varied findings of positive and negative politeness strategy.
Based on the power relations between the two participants, Mark Rutte has power to employs the positive politeness strategy because his position as a prime minister gives him power to make imposition in this interview. Hence, Mark Rutte’s politeness strategies are affected by his power. As a powerful participant, Mark Rutte has a choice to be less polite by preferring to employ positive politeness strategy to negative politeness strategy. In addition, the lack of power influences Desi Anwar to employ negative politeness toward Mark Rutte.

Mark Rutte and Desi Anwar are the participants who has distance to each other. This fact causes Mark Rutte and Desi Anwar to keep distance between themselves. Consequently, they must employ negative politeness strategy to keep distance between them. Therefore, the uses of negative politeness strategy are influenced by the social distance between the participants.

In another occasion, Desi Anwar intensively uses positive politeness strategy eventhough it is not relatively dominant as well as Rutte does. It is considerable because the rating of imposition is small since Desi Anwar is an interviewer who demands information from Mark Rutte and the fact that Mark Rutte is in a trade mission affects the FTA is less threatening.

Based on the choices or type of politeness strategy used by participants, relative power, social distance and the rating of imposition are the factors that influence the participants to employ positive and negative politeness strategies in minimizing FTA. In addition, the more dominant factor among the sociological variables for this research is the relative power between Desi Anwar and Mark Rutte.
SUGGESTION

After conducting the research, there are some suggestions to the next students who want conducting the research relates to linguistic politeness. This thesis is only focus on minimization of FTA by using positive and negative politeness strategy based on factors encompass the relative power, social distance, and the rating of imposition.

For further research, the writer suggests further researchers to conduct the research of linguistic politeness in wider scope. The next writers can use other factors or scale that influence the choice of the strategy beside the sociological variables of Brown and Levinson. The writer also hope that the further researchers focus not only on of how linguistic forms are used in communication; but with different issue like gender difference in linguistic politeness since there are some notion that promotes gender difference in linguistics politeness.66

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66 For further reading, see books of Penelope Eckert and Sally McConnel-ginet (Language and Gender), Sara Mills (Gender and Politeness) or Kate Beeching (Gender, Politeness and Pragmatics Particles in French) and so on.
BIBLIOGRAPHY


APPENDIX

The Transcript of Interview between Desi Anwar and Mark Rutte on Metro TV’s *Face 2 Face with Desi Anwar* on January 18, 2014

Desi Anwar: Great... to finally see the prime minister from the Netherlands here on Indonesia. Oh, tell me a little bit of your visit? that is quite a couple days which is, you know quite a long time in term of state visit. Full of about activities, I am sure.

Mark Rutte: Full of activities. There are talks and discussions with president and vice president as I mentioned in the round table with the CEO and senior ministers from the Indonesian government and business life. And we had fantastic trading I guess that day, with over 300 people and before that we had big cocktail party in the hotel which over 500 people from Indonesian businesses, Dutch businesses. Many people who have been working in one of these two countries. I’ve just had meeting with the companies here, like grand banquet. And I asked them, “What came out of the table?”, and they all extraordinarily energetic. Many contracts, many new partnership. And they would come back on issues like flood protection in Jakarta, issue like healthcare sector, issue like agriculture and horticulture sector, NGO. And the good thing is that all the partnership of at level playing field. What can we learn from Indonesia and what can Indonesia learn from the Netherlands, because we make our mistakes. You are doing all kinds of things. Some going well, some things which you would have like done better. And we can learn from each other and this relationship is based on an equal partnership and I think this exchange of ideas and business context, I believe it’s extremely successful.

Desi Anwar: When I heard there’s the idea of the increasing level of relationship to the 2.0, tell me a little bit about that? I mean, I know with
million history behind us, but then again we have a long future ahead of us.

Mark Rutte: Exactly, the history has brought many positive things and also some difficult pasts. Let’s be clear about it. This is the history. We have together dealt with it; and now we have to look to the future and this is what I feel that everybody here in Indonesia and everybody at my delegation. This country is growing by 5 or 6 percent per year. You’re a very young population. Indonesia might there be a part of G7 around 2030. You are an established member of G20; you are a leading member of ASEAN. So, Indonesia is regionally and on the world’s stage playing increasingly important role. So, both economically as well as politically and of course culturally, the ties are there. The bond between Holland or the Netherlands to Indonesia is strong. And this is that the ambassador told me and our ambassador in Jakarta, he said, “I feel when I have my contact with business people, with the government, with people from the regional government. There’s still a special relationship like we have to see each others, we have to be face to face. We have to have this context where you cannot do with this via email or telephone call. We have to meet.” And that is what we have done here.

Desi Anwar: Be present here?

Mark Rutte: And be present here.

Desi Anwar: And I like the fact that you brought a huge delegation with you over than 100 and hopefully this would mean more to some businesses and investments coming into Indonesia and you mentioned about, you know, the water. In particular, what others areas that we can actually focus on? Particularly, since I mean Holland is well-known with water management but the other things for example like the dairy industry.
Mark Rutte: (Interrupting Desi’s talk) Of course, we have Frisian Flag here. The company’s established in Indonesia since 1922. I will visit Bir Bintang later today which has its connection with Heineken which is active in Indonesia since ever so. But I think in Frisian Flag, in the diary industry, there are issues and this is something in the area that the Netherlands can help. We have our famous dairy industry, we have so much research insight and knowledge we now would like to share.

Desi Anwar: What do they hoping for you to bring? I know European at the moment in the middle of the, you know... economic crisis and you know... austerity measures and unemployment and so on and so forth. What kind of Holland that we are talking about now?

Mark Rutte: The Netherlands is still a big relatively economy. We are not as big as Indonesia. We are in abilities of 17 or 18 of economy and you are in 15 or 16 economy in the world. So, you have basically over taken Holland now. And you’re growing 5-6 percent. So, we’ll only see the back of you in term of economic growth. And again in 2030, you maybe the seventh of the biggest economy. In Europe, we have to fight last couple few years as the effect of the serious crisis of indebtedness, particularly in the south of Europe which is lose in bringing all of resource and we have to put it based on the necessary of austerity measures. We do not have the population growth you have here in Indonesia. So, the demographic, the demographic is different.

Desi Anwar: (Interrupting Mark Rutte’s talk) That’s aging population, is that all?

Mark Rutte: (Interrupting Desi Anwar’s talk) Yes, in the Netherlands, we still have a population that still growing but at very low rate and not as higher like you are. As well as in some European countries, we have a slow growth that is getting smaller.

Desi Anwar: Some of the companies you mentioned have been in Indonesia for quite long time where those long-term companies are quite familiar
with. Any other to new areas where we can begin cooperation? (interrupted by Rutte...“absolutely”) how exciting Indonesia is to Dutch companies?

Mark Rutte : (Interrupting Desi Anwar’s talk) Sometimes, it’s very practical. People say there’s company in trade mission was working in the area of baggage handling. As you know might, your government has an international airport. So they need a first-class baggage handling system. You and I know how troublesome it is when you come to airport and your suitcase is gone. So, this company will make sure that it didn’t happen. And then, we might jointly working in many places in the world. Indonesia and the Netherlands together to get this thing rolling in another countries. The same as flood protection. The big idea is there are to prevent Jakarta from flood flooding. This idea to get hoo da in the island, in the sea that would be the last barriers for the sea. Not to flood Jakarta. This is a big, really a big idea which could paid by itself by creating new land. This could be the idea which we could then export together. Indonesia and the Netherlands go to country like Bangladesh, countries in other parts of Asia and South America where flood is a particular problem so.

Desi Anwar : (Interrupting Mark Rutte’s talk) Of course, this is your knowhow and technology that Holland has.

Mark Rutte : (Interrupt Desi Anwar’s talk) Yes, but at the sometimes we are learning new stuff here because you are struggling with the issues which is also new to us. So, we can provide the technology and the research but doing it at the skill and with the people who are active here. I have visited The Pluit yesterday, the neighbourhood here, in the part of the Jakarta and where you have your particular issues in term of environment and water. And Dutch company together with some of the leading Indonesian people working together to get a grip on this issue.
Desi Anwar: Indonesia-Dutch relationship 2.0 relationship of equal.

Mark Rutte: Of equal, equal partnership, it is learning from each other because you’re doing things over here which are tremendous interests to us and the Netherlands to learn. On the other hand like a healthcare, we have done some things horribly wrong and some things went well and we can at least explain to you what we have learn and make sure you don’t have the same mistakes we made in the past and we have companies to help you.

Desi Anwar: OK. Economics, trades and in all these relations. Also there’s an emotional ties now. Perhaps, in the last a year especially the young generation. Maybe, they don’t know much or they don’t have an emotional tie or memory about as being part of the Dutch colony, for example. How is Indonesia still being viewed in the Netherlands? (Rutte interrupts “the Netherlands”) Is it something that, ok, parts of the past or is it still have kind of nostalgic or emotional tie?

Mark Rutte: 1 in 10 Dutch people have a bond with Indonesian, My dad lived for 30 years; my mom lived for ten years, long before I was born. So, all of the stories that I heard in my youth is all about Indonesia. So, when I came to Soekarno-Hatta airport and I smelt the smell and I felt the climate. And this was immediately all the positives that I learned from my family. And all of my brothers and sisters, I have 7 brothers and sisters. 6 of them were born in Indonesia and I’m the only one who was born in Hague. So, in 10 percents of Dutch population has this direct emotion ties. It’s nostalgia to a certain extension. At the same, it is a fantastic base to build the future relationship. Because, of course, Indonesia of the 50’s and 60’s is not longer there. You have now developed into one of the fastest growing economy in the world and we’ve had our development in the Netherlands.
Desi Anwar: This finally on a final note because I understand, I mean you as a prime minister. You know... in a term of your age, relatively young and also I heard you like to teach, you know, young people. Still on say of this the new generation of the generation tomorrow and a lot of the young generation in Indonesia, for example, they look more toward the United states, for example, they may not have any kind of emotional ties with Holland men. How to increase this level of relationship between the young Indonesian and the youth of Holland, for example. What would make it interesting for Indonesian young kids to come to Holland?

Mark Rutte: (Interrupt Desi Anwar’s talk) I spoke to alumni here, in Jakarta, and I spoke here with the alumni who stated that 20000 Indonesian students had came to the Netherlands to study. So I hope many more to come and we will send more and more Dutch students to Indonesia to get university education at a very best Indonesian university, also in the spirit of this equal partnership. For young people, I’ll say, yes America fantastic. I love America. But I think to view the world, there is so much, so many countries to have so much to offer. Europe has so much to offer in term of its universities education, its economy, its oriented on the world like the Netherlands set itself with big harbours, with exports oriented economy. So, I think we have to work on all these issues at same time. Economic bond, trade, the political, culture tie, sports. And then I believe that we will remain relevant for each other and that special bond will then move to the generation also to the younger generation, and that’s my hope and ambition.

Desi Anwar: And Indonesia-Dutch Relation 3.0 in the future.

Mark Rutte: (Interrupt...) And then let we speak next time, 2.1, 2.2 and one day 3.0 but most definitely, that’s the central focal point in the future, future-oriented.
Desi Anwar : OK, Prime Minister. Thank you very much. It’s been lovely talking to you and I hope this is not your last visit. I hope to see you (Rutte interrupts “certainly not, thank you so much”) and in the near future, I hope too, you bring good stories about Indonesia to Holland.

Mark Rutte : I will, absolutely.

Desi Anwar : OK, thank you very much.

Mark Rutte : Thank you very much.