

The Imperative Speech-act and Language Politeness for Government Officers of South Sulawesi in THE NEW SULSEL Book

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ABSTRACT

This research aims to (1) classify the forms of imperative speech of government officials of South Sulawesi Province, and (2) explain the strategy of politeness of imperative speech of government officials of South Sulawesi Province in The New Sulsel Book. The type of research used is descriptive qualitative which describes the facts that are empirically present in the speakers. The results showed that the form of imperative speech acts of government officials of South Sulawesi Province were declarative, interrogative, and optative. In terms of this form, the tendency of official imperative speech is more dominant declaratively and optatively, which means that the imperative element is implied. This can not be separated from the principle of local culture 3S (Sipakatau, Sipakalebbi, Sipakainge) which means to humanize, respect and remind each other. Furthermore, the imperative speech politeness strategies of South Sulawesi Provincial government officials include direct politeness, indirect politeness, positive politeness, and negative politeness. In this strategy, the speech of officials is more likely to be a positive politeness strategy which means that officials in the South Sulawesi provincial government are very polite in conveying imperative speech or orders. This condition can have an impact on not maximizing the command message delivered so that it makes the partner or interlocutor not optimal in carrying out the order.

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1. Introduction

Language cannot be separated from everyday life. Language is present as a forum which in principle is a communication tool that shows the identity of the language user community (Weda, et al., 2021). Language also bridges ideas, ideas, and thoughts, to be expressed with the intention that the message spoken by the speaker is conveyed properly to the speech partner.

Language can show a person's personality including the identity in which the language lives and is used (Prihandoko, et al., 2019). The people of South Sulawesi are famous for their culture of politeness and mutual respect, not least when speaking in the communication process. The value of politeness in speaking in daily life interactions is very important in society. This creates harmony in interactions and reflects people and the realities of the socio-cultural conditions of contemporary society (Gusnawaty, Yastiana, & Yassi, 2017). The people of South Sulawesi respect the local cultural values, namely the 3S (Sipakatau, Sipakalebbi, Silapaknge) in acting, behaving, and speaking. Citra (2019: 3) explains sipakatau culture, namely the nature to views humans as humans. Sipakalebbi, namely the nature that forbids us to see humans with all their shortcomings. Sigunakange, namely the nature of reminding each other.

The Bugis-Makassar community has a principle of morality that is used as a guide in their activities. The principle of morality is called ade' or adat (Takko, 2020: 2). Rahim (1992: 125) explains that what is called custom is honest speech, right behavior, legal action, proper action, strong commitment, and widespread virtue. In other words, the custom contains and teaches the values of honesty, intelligence, propriety, determination and effort, and siri'.

In communicating, what is called a speech community appears. This speech community arises because of communication meetings or symbolic integration while respecting the communicative abilities of the speakers without considering the number of languages or the number of variables used (Rahman, 2017; Chaer, 2010). On the other hand, speakers use different linguistic strategies in properly introducing their interlocutors with four strategies (Wijana & Rohmadi

2011: 64). Officials in a government certainly have an important role to communicate programs and policies that have been made or determined. No exception for officials within the scope of the South Sulawesi Provincial Government which oversees 24 regencies/cities. Good communication patterns are needed so that messages conveyed through speech can be accepted, both by the wider community and by their partners.

So far, there are projects and programs of the South Sulawesi Provincial Government have been neglected. Of course, there are many factors that trigger it. One of them is due to the weak supervision and firmness of the relevant officials. Assertiveness is meant, among others, through speech. In fact, due to being too polite, the intention to be conveyed through the speech cannot reach the speech partner.

In socializing, it is very important to use the right speech. Especially the speech is related to commands and prohibitions or contains an imperative element. In this study, the researcher examines one object in the form of a book entitled *The New Sulsel* which was published by PT Media Fajar Koran in 2019. The book contains 79 manuscripts with a thickness of 121 pages. It contains projects, policies, and programs run by the South Sulawesi Provincial Government.

Based on the description of the background of the problem, the formulation of the research problem asks two questions, namely the following problems can be formulated; 1) What is the form of the imperative speech act of the South Sulawesi Provincial Government officials in *The New Sulsel* book in the context of the local culture? 2) How is the imperative speech politeness strategy of the South Sulawesi Provincial Government officials in *The New Sulsel* book related to the culture of the people of South Sulawesi?

2. Objectives of Study

The purpose of this study is to classify the form of imperative speech acts of South Sulawesi Provincial Government officials in the book *The New Sulsel* associated with South Sulawesi culture and to explain the strategy of imperative speech politeness of South Sulawesi Provincial Government officials in *The New Sulsel* book associated with South Sulawesi culture.

3. Theoretical Framework

3.1. Pragmatics

Pragmatics is a branch of linguistics whose object makes language in its use as an object of study, such as spoken and written communication. Pragmatics is a branch of linguistics that examines the use of integrated language with grammar consisting of phonology, morphology, syntax. In language, pragmatics also pays attention to sounds, morphemes, sentence structures, and the meaning of a sentence or utterance (Leech, 1993).

In another opinion, it is explained that pragmatics as the study of language studies the relation of language to its context. The context in question is grammatical and codified so that it cannot be separated from the structure of the language. Besides having to understand the use of language, we are also required to understand the context that accommodates the use of that language. Pragmatics is the study of the ability of language users to relate sentences to the appropriate context in which the sentences exist (Levinson & Stephen, 1983)

In a similar theory, it is also explained that pragmatics is the study of meaning conveyed by speakers (writers) and interpreted by listeners (readers). The listener tries to interpret the speaker's speech so that the meaning, intent, and purpose of the speaker will be obtained. After the listener knows the speaker's intention, it will be known what kind of action the listener must take. For this reason, the focus of pragmatics is the speaker's intention behind the utterances expressed (Yule, 1996).

The definition of pragmatics is also put forward by experts who are not much different from the definition described earlier that pragmatics is studying the meaning in relation to speech situations. In studying an utterance, the listener will more easily understand the meaning of the utterance (Tarigan, 1990: 105).

The purpose of the speech can be identified by considering the components of the speech situation which include the speaker, speech partner, purpose, context, speech as a result of activity, and speech as verbal action (Rustono, 1999: 82). Pragmatics is also always associated with the use of language as a means of communication in accordance with the context or in accordance with the determining factors in communication (Kridalaksana, 2008).

Based on some of these understandings of pragmatics, it can be concluded that pragmatics is a branch of linguistics that studies the structure of language externally, namely how the language unit is used in communication. Pragmatics

investigates the meaning associated with the surrounding context outside of language. Thus, it can be said that the relationship between language and context is the basis for understanding pragmatics.

3.2 Speech-act

Speech act is a theory of language use. This is in line with what was stated by Austin (1962) who focused on the relationship between language and action. Before the emergence of the concept of speech acts, linguists treated language as a description of a situation or fact. With a concept like this, it means that every statement in a language is bound to what is called a truth condition.

The condition of truth is used as the only measuring tool that is determined as a criterion for the truth of sentences in speech. Whether or not, the meaning of the utterance is true or not depends on whether the proposition or content of the utterance is true or not. The statement that "Are you sad today?" depends on the fact whether his face makes people concerned and feel pity. In other words, a sentence must be judged based on empirical facts.

Austin in Saifuddin, (2019) on the other hand rejects the notion that statements or utterances must be tied to true or false values based on empirical facts. Not all statements can be tested with truth conditions. The statement "Don't eat!" Of course, the truth value cannot be tested because the statement does not show a description of the situation or facts. This statement is prohibited.

When using language people not only produce a series of isolated sentences, but also perform an action. In other words, by using the speaker's language to do something or make someone else do something. This is known as a performative speech.

3.3. Imperative Speech

Imperative is a form of speech or verb to express orders, imperatives, or prohibitions to carry out an action (Kridalaksana, 2008). In actual interpersonal communication practice, the meaning of imperative in Indonesian is not only expressed by its construction. The pragmatic imperative meaning of an utterance is not always in line with the form of its construction, but is determined by the context of the speech situation that accompanies, surrounds, and underlies it (Rahardi, 2005). This means that it can be said that in conducting research on Indonesian imperatives, one must look at the context of the situation that underlies the emergence of an utterance in order to be able to explain various possible meanings of pragmatic Indonesian imperatives.

3. 4. Implicatur

The term implicature is derived from the verb to imply which means stating something indirectly. Etymologically, to imply means to wrap or hide something by using something else. Therefore, conversational implicature is something that is hidden in a conversation, that is, something that is implicit in the actual use of language. Brown and Yule, (1987) state that implicature is used to take into account what is meant by the speaker as different from what is stated literally. For example, if a mother states "Son, your clothes are so dirty!" when the child finishes playing ball, the speech actually does not only mean to tell that the child's clothes are dirty, but implies an order for the child to replace his dirty clothes with clean clothes. The use of implicatures in communication events is driven by the fact that there are two communication goals at the same time that the speaker wants to achieve, namely personal goals, namely to get something from the speech partner through the requesting speech he conveys and social goals, namely trying to maintain good relations between the speaker and his partner so that communication continues to run well and smoothly. The basic assumption of conversation is giving and capturing information. The information certainly has more meaning than the words conveyed. This meaning is an additional meaning that is conveyed or what is called an implicature. The term implicature is used to take into account what is suggested or what is meant by the speaker as different from what is stated literally (Brown & Yule, 1987).

3.5 Politeness in Communication

Courtesy is "property associated with neither exceeded any right nor failed to fulfill any obligation". In other words, politeness is a property associated with speech and in this case according to the listener's opinion, the speaker does not exceed his rights or does not deny fulfilling his obligations (Pateda, 1994). Politeness refers to showing good character or consideration for others. Aspects of social hierarchy and social status determine politeness. Politeness is a term related to politeness, respect, good attitude or appropriate behavior (Kushartanti, 2009).

The relationship between politeness and appropriate behavior implies that politeness is not only related to language but also nonverbal behavior (Eelen in Qadri, 2019: 8). Politeness relates language to various aspects of social structure

as well as to rules of behavior and ethics. The interactions that occur in every communication process will involve the speaker and the interlocutor. The speech delivered can be in the form of information, warnings, questions, orders, refusals, and so on. The utterances conveyed by speakers are attempted to be interconnected or related (Suherman, 2018). One aspect of communicative competence is a person's ability to understand and use speech in polite language.

4. Research Methods

This research is a type of qualitative research with a descriptive approach. Descriptive research describes the facts and characteristics of certain field data factually and carefully. This descriptive approach was chosen to describe the condition of using official language as it is contained in the book *The New Sulsel*, so that the data obtained are considered to be able to meet the problems that are the object of this study.

The data in this study are the entire speech of the South Sulawesi Provincial Government officials in the book *The New Sulsel*. The utterance is found in sentences enclosed by quotation marks (""). The data source comes from the book *The New Sulsel* which was published by FAJAR Daily in 2019.

The technique used in collecting data is listening and taking notes. The first thing the researcher did was read the book *The New Sulsel* thoroughly. From the reading process, the researcher detects and records all official utterances that contain imperative elements. The data from reading and taking notes are used as data to enter the analysis process to determine the results of the study.

5. Finding

The results of this study show the use of imperative speech acts and politeness in the language of South Sulawesi Provincial Government officials in the book *The New Sulsel*. In accordance with the research focus, the results of this study indicate that the form of official imperative speech acts includes two or three, namely in the form of statements (declarative), questions (interrogative), and expectations.

In this form of imperative speech, the tendency of official speech is more in the form of statements and expectations. Of the 13 speech examples analyzed, there are five utterances in the form of statements or 38.4%, 3 utterances in the form of questions or 23%, and 5 utterances in the form of expectations or 38.4 percent. This condition shows that the imperative utterances of the South Sulawesi Provincial government officials in *The New Sulsel Book* are mostly conveyed implicitly through statements and expectations.

The structure of speech in this form of official speech is almost entirely accompanied by reasons before entering the command or imperative. This reason exists to strengthen the order that was conveyed and cannot be separated from the local cultural principles of 3S (*sipakatau*, *sipakalebby*, and *sikapale*) which are upheld by the people of South Sulawesi. This reason is the basis for conveying the order, so that the impression is conveyed that the order given by the official is not arbitrary but there are conditions that require the presence of the order.

Furthermore, the imperative speech politeness strategy, the South Sulawesi Provincial Government officials in *The New Sulsel Book* use direct, indirect, positive, and negative strategies. The tendency is that the speech politeness strategy of South Sulawesi Provincial government officials uses more positive politeness. Of the 20 speech examples analyzed, there are only 3 direct speech strategies or 15%, indirect speech strategies have 5 or 25%, positive strategies have 8 utterances or 40%, and negative speech strategies have 4 utterances or 20%. This condition shows that government officials of South Sulawesi Province use more positive speech strategies in giving instructions or orders to their subordinates or related parties. There is a very polite behavior, so this can have an impact on not getting the message or order to be conveyed through his speech. Further details will be discussed in the following discussion.

6. Discussion

6.1 Form of Official Imperative Speech

a. Form of Declarative Speech

Statement or declarative speech is speech that contains notification of something to the speech partner. Something that is notified, usually in the form of disclosure of an event or an incident. This sentence aims only to ask the listener or speech partner to pay attention.

Sample 1

"Terminal harus selesai cepat, karena persoalan yang dihadapi Toraja ini adalah akses. Semua orang mau ke Toraja cuma kalau kita lewat darat habis waktu delapan jam,"

("The terminal must be completed quickly, because the problem faced by Toraja is access. Everyone wants to go to Toraja only if we go by land, it will take us eight hours,")

Context of the speech: The Governor of South Sulawesi, Nurdin Abdullah, related to the progress of the construction of Buntu Kuni Airport. This statement was conveyed by the governor when reviewing the progress of airport construction in Toraja. The activity was also attended by related agencies and officials from the Tana Toraja and North Toraja Regency Governments. (Toraja is not inferior to Singapore: 45).

In this example 1, the governor gave an order, so that the terminal completion at Buntu Kuni Airport was immediately completed. The order was then continued with a statement by conveying the access problems faced by tourists when they wanted to go to Toraja. This statement is actually to strengthen the previous command, namely the terminal must be completed immediately. The structure of the speech in example 1, begins with a command and then continues with an excuse. The order was "the terminal must be finished quickly" while the reason was "because the problem of Toraja is accessibility. Everyone wants to go to Toraja only if we go by land, it will take eight hours" (Surya, et al., 2017).

b. Form of Interrogative Speech

Questions or interrogatives are utterances that contain the intention of asking something to the speech partner. In other words, if the speaker wants to know about something, the speaker will ask the speech partner to get answers to the questions asked. This interrogative utterance can also contain an imperative element or a command.

Sample 2

"Apakah sudah clean and clear? Termasuk apakah Pemprov telah menindaklanjuti hasil laporan pemeriksaan BPK?"

("Is it clean and clear? Including whether the provincial government has followed up on the results of the BPK inspection report?")

Context of speech: Delivered by South Sulawesi DPRD member, Selle KS Dalle regarding the revitalization plan for the Somba Opu Fort area. This statement was conveyed by members of the council at a hearing at the South Sulawesi DPRD building regarding the revitalization plan for the Somba Opu Fort area. (Council Requests GDP Cooperation Review: 43).

In this example 2, the council members spoke with questions related to the condition of the Somba Opu Fort area which is planned to be revitalized. Even though it is an interrogative speech, it contains an imperative element or an order, so that the South Sulawesi provincial government ensures that there are no more problems in the area. It must be clean and clear, especially the provincial government is asked to follow up on the findings of the Supreme Audit Agency (BPK). The speech structure in Example 2 uses two interrogative sentences.

c. Form of Optative Speech

Hope or optative speech is speech that expresses a desire. Types of hopeful utterances can be arranged without definite form. A hopeful sentence can also act in all different forms and can contain an imperative backwards.

Sample 3

"Kalau Rp200 miliar itu baru rehab saja. Keinginan kita stadion bertaraf internasional, itu tentu butuh dukungan pusat. Jika ada anggaran pasti lebih cepat jalan. PU ajukan ke pusat!"

("If it's two hundred billions, it's just rehabilitation. We want an international standard stadium, it certainly needs central support. If there is a budget, it will go faster. PU submit to the center!")

Context of speech: The Governor of South Sulawesi, Nurdin Abdullah, related the plan to build the Mattoanging Stadium to replace the old building which was obsolete and no longer suitable for international standards. The speech was delivered at an activity at Hotel Mulia Jakarta. Also attending the event was the Deputy for Sports Achievement Improvement, Ministry of Youth and Sports, Yuni Poerwanti. (South Sulawesi Will Have International Standard Stadium: 3).

In this example of speech 3, the governor expressed his hope that the Mattoanging Stadium building to be built would be of international standard. Even though it is only a hope, behind it there is an imperative element so that all parties can support the stadium construction plan. Moreover, in the speech, the governor conveyed the problem faced, namely the lack of budget availability. This means that related agencies, especially the Public Works and Spatial Planning Agency (PUTR), seek funds to the center, including attracting investors to be involved in supporting the fulfillment of budget needs. The structure of the speech in Example 3 begins with a reason, then continues with hope and ends with an order.

6.2 Imperative Speech Politeness Strategy

a. Direct speech politeness

Sample 4

“Buatkan jalan lingkar tembus ke Pantai Tanjung Bira”
 (“Make the ring road through to Tanjung Bira Beach”)

Context of speech: The Governor of South Sulawesi, Nurdin Abdullah, related to road construction in order to maximize tourist destinations in Bulukumba. This statement was conveyed by the governor when reviewing the Tanjung Bira tourism object arrangement project with the Bulukumba Regent. At that time, Nurdin enjoyed the atmosphere in the central area of the tourist destination in the southern part of South Sulawesi. (World Class Tanjung Bira System: 47).

In example 4, the governor issues a literal direct imperative utterance. The governor ordered his subordinates, in this case the Head of the Public Works and Spatial Planning Service (PUTR) to build a ring road so that access could penetrate to Tanjung Bira Beach.

b. Indirect speech politeness

Sample 5

“Kalau Rp200 miliar itu baru rehab saja. Keinginan kita stadion bertaraf internasional, itu tentu butuh dukungan pusat. Jika ada anggaran pasti lebih cepat jalan. PU ajukan ke pusat,”

(“If it's two hundred billion, it's just rehabilitation. We want an international standard stadium, it certainly needs central support. If there is a budget, it will go faster. PU submits it to the center.”)

Context of speech: The Governor of South Sulawesi, Nurdin Abdullah, related the plan to build the Mattoanging Stadium to replace the old building which was obsolete and no longer suitable for international standards. The speech was delivered at an activity at Hotel Mulia Jakarta. Also attending the event was the Deputy for Sport Achievement Improvement, Ministry of Youth and Sports, Yuni Poerwanti. (South Sulawesi will have an international standard stadium: 3).

In example 5, the governor begins his speech with a statement regarding the available budget for stadium rehabilitation. The Rp 200 billion fund is considered insufficient for the entire budget requirement. This speech includes indirect speech, because the command or imperative element to be conveyed begins with a fairly long explanation.

c. Positive Speech Politeness

Positive speech politeness refers to the self-image of the speaker who wants what he does, what he has or what are the values that he believes are recognized by others as good, pleasant, and worthy of respect. This positive politeness is also related to efforts to maintain a positive face from asking for speech, including as an effort to get closer to the interlocutor.

Sample 6

"Kita juga minta daerah untuk membangun yang serupa. creative hub dapat jadi percontohan untuk kabupaten/kota,"

("We also ask the regions to build similar ones. creative hub can be a model for districts/cities,")

Context of speech: Delivered by the Head of the South Sulawesi Cooperatives and UMKM Service, Malik Faisal regarding the plan to develop an expression room for young people called creative hub. The statement was delivered by the head of the service in his office when he showed the design of the creative hub building to be built. (Creative Hub, Millennial Creativity Center: 12).

In this example 6, the head of the service issued a positive imperative utterance by using the word "ask". This does not provide pressure to the district/city government to immediately build a creative hub building, such as the one built by the provincial government to accommodate the creativity of young people. This imperative utterance does not threaten the positive face of the district/city, so it can be categorized as positive politeness. Another thing, the use of the word "we", is an attempt to collect oneself. The head of the department tries to maintain his self-respect, so he doesn't choose the word "I" which indicates his personality.

d. Negative Speech Politeness

Negative imperative speech politeness refers to the self-image of everyone who wants to be appreciated by cornering and urging the speech partner to do something. This negative politeness is also an effort to keep the distance from the interlocutor.

Sample 7

"Apakah sudah clean and clear? Termasuk apakah pemprov telah menindaklanjuti hasil laporan pemeriksaan BPK?,"

("Is it clean and clear? Including whether the provincial government has followed up on the results of the BPK inspection report?")

In this example 7, the South Sulawesi DPRD members use the negative imperative of politeness. The speaker makes a positive face, the target of the speech, namely the South Sulawesi Provincial Government, is threatened. Through this speech, members of the council highlighted the performance of the provincial government by asking the Somba Opu Fort whether it was clean and clear, including recommendations from the Financial Audit Agency whether the South Sulawesi Provincial Government had followed up or not. This statement puts the position of the South Sulawesi provincial government in a corner, so it is categorized as negative politeness.

7. Conclusion

Based on the results of this study, it can be concluded that the form of imperative speech acts of government officials of South Sulawesi Province in The New Sulsel book is more likely to be in the form of statements and expectations, which means that the imperative element or command is conveyed implicitly. Furthermore, the imperative speech politeness strategy, for the South Sulawesi provincial government officials found in The New Sulsel Book uses four strategies. The four strategies are a) direct speech politeness, b) indirect speech politeness, c) positive speech politeness, and d) negative speech politeness. In this strategy, the speech of officials is more likely to be a positive politeness strategy, which means that officials in the South Sulawesi provincial government are very polite in conveying imperative speech or orders.

Researchers would like to convey some suggestions based on the conclusions of this research. First, officials do need to be polite in speaking, but it is not always polite to apply. In various conditions, firmness is needed in communicating programs and policies so that the intent or the imperative element expressed can reach the partner or target of speech clearly. South Sulawesi provincial government officials need to understand effective communication patterns in their speech acts, including speech strategies so that future communication will be better. Finally, for further researchers who want to continue regarding official politeness, it is recommended to reveal other dimensions, including taking data directly at official government meetings or meetings.

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