# POLITENESS STRATEGIES AS PERSUASIVE TOOL IN MAGAZINE ADVERTISEMENTS CIRCULATED IN LOMBOK TOURISM SPOTS

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**ABSTRACT -** *This research aims to illuminate the pragmatic function of politeness in the world of advertising as a rarely-talked-about communicative act. Politeness theory presented by Leech (1983) and analyzed by Brown and Levinson (1987) in the form of taxonomy is known to be one of the most important factors for a successful communication and it is highly guaranteed as the most persuasive instrument. The main focus of this research is to explore the politeness strategies adopted and adapted in English and Indonesian ads and to find their persuasive factors by comparing and contrasting them. To reach the objective, a corpus of 100 advertisements both in English and Bahasa Indonesia were collected from some magazines which are mainly available at the main tourism spots in Lombok. Each advertisement containing words was then analyzed in term of category and sub-category of politeness strategy in the two languages. The frequency of each strategywas then computed. From the research, it was ultimately found out that the politeness strategy, based on the Brown and Levinson's taxonomy, indicated that English ads exploits more Positive politeness strategies while in Indonesian ads tend to use Negative politeness strategies.*

**Keywords**: *politeness strategy, politeness marker, advertisement, persuasive tool, Lombok tourism spot.*

## 1. BACKGROUND

In the world of business, the language of advertisement plays an important role and it is considered as a directive speech act, (Searle,1970) or "a speech act" (Amir, 2013:44) and its nature is impositive (Leech, 1983), which influences and motivates people to buy products. Advertisers use different kinds of language strategy to reach the goal and one of them is the use of politeness strategy. This strategy is usually employed to strengthen rapport and to maintain social equilibrium, (Fraser dan Nolen, 1981).

People in general tend to pay more attention when they face polite language that shows deference and consideration to others. Therefore, it is critically important for advertisers to catch the readers' attention and maintain social and emotional relationship with their customers. In order to reach the goal, they are expected to use politeness strategies in their advertisements with a careful consideration from many different aspects. Moreover, one thing that must also be considered is every community has a different culture, it is therefore, as stated Hughes (1984) one way to understand cultural view and understanding of a community is by analyzing the advertisements presented in various kinds of media including advertisements as found in business magazines. So long as those people working in the world of advertisements want to try change the purchasing or consumption behavior of the consumers by influencing them to do what they want them to do, it must be certain that an advertisements presented inevery culture and language employs a different persuasive strategy which is in line with the politeness principle and strategy uphold in that culture.

Lakoff (1975) has his own view that politeness has been developed to lessen the friction in social communication and interaction so that politeness can be seen as a constrain in human communication in human communication which is aimed at considering others' feeling, establishing degree of mutual comfort, and promoting rapport. Further, Ide (1989:225) sees it as 'language usage associated with smooth communication'. All these understandings reveals the true fact that politeness is an important element in creating effective relationships with other people, and it is therefore any failure in using these strategies can debar the effective communication, leading to individual disappointment and dissatisfaction.

Knowing the fact that different cultures employ different politeness strategies, it seems that exploring into the nature of these differences can be of great interest and help to researchers and practitioners. This study aimed at investigating different linguistic politeness strategies which are often used in ads to persuade people to buy different products in the form of goods and services.

### 1.1 PURPOSE OF THE STUDY

One way to understand politeness strategy in one culture is by way of contrasting it with the politeness strategy used in other cultures.. This study aims to compare and contrast linguistic politeness strategies used by advertisers of printed media in Bahasa Indonesia and English.

Therefore, this study is expected to answer the following questions:

a. Are there any significant differences between politeness strategies as used in Bahasa Indonesia?

b. Are there any significant differences between politeness strategies as used in English?

c. Are there any significant differences between politeness strategies as used in Bahasa Indonesia and in English?

## 1.2 RATIONALE

Naturally, business communication is very persuasive. Persuasive language is believed to able to influence people's purchasing behavior. In this way, it is called that the goal of business is reached. One important element of persuasive language is the employment of politeness strategies that are in line with the need of market target. In Lombok itself, there are many people want to start business since there is a great opportunity as the logical consequences of the development of tourism sector. Those business people are new entrepreneurs who are not enough only by relying on opportunities and other capitals. The other important variables that determine the success of business is their ability in business communication including politeness strategies.

This study is expected to fill the gap and be considered as an important knowledge asset in running entrepreneurship mainly at the tourism spots. It is also strongly hoped that it could be eventually published in an international journal or could be disseminated in an international conference. After completing this research, the researcher plans to prepare a book deals with a Guide to Successful Business Communication to help the new businessmen or entrepreneurs in their business activities at tourism spots.

## 2. THEORETICAL REVIEW
## 2.1 POLITENESS

Politeness as a communication phenomenon has attracted much attention of researchers ( e.g. Brown & Levinson, 1987; Geis, 1982; Lakoff, 1973; Scollon & Scollon, 2001) in analyzing many theoretical and practical issues which are relevant to the politeness itself. Using Grice's Cooperative Principles and Speech Act Theory as its background (Watts &Mesthrie, 2003), politeness theory has been a milestone by which acceptable and correct behavior can be analyzed. Because of its importance in identifying the elements related to the politeness behavior and discourse, some studies have been conducted(e.g. Hardin, 2001; Matsumoto, 1989; Pishghadam, 2011; Schmidt, Shimura, Wang, &Jeong, 1995) in the area related to theory of politeness in Pragmatic Linguistics which revealed and introduced researchers with the politeness strategies in various cultures

In everyday interaction, people exchange various politeness strategies among them to maintain effective communication. Johnstone (2008:145) for example, observes that people in every culture can hire politeness marker to interpreted language appropriate to a given situation. The important point in every interaction can be recognized through the kinds and numbers of politeness strategies being used by a speaker and listeners to enable them establish an appropriate interpersonal relationship (Woods, 2006).

In the field of Pragmatic linguistics, the advocates like Lakoff (1973) and Leech (1983) provide definitions of politeness theory in line with their specific rules. Leech's ideas , for example, mainly focus on the goal-oriented speech situation in which a speaker uses language in an effort to provide a particular effect in the part of a hearer. Criticizing Leech's (1983) politeness model as too abstract and theoretical, Brown and Levinson (1987) proposed a politeness model which was based on social interaction and viewed the strategic choices of people in social interactions to reflect the cross-cultural diversity presenting in communication. In their theory, which is later popular as the most comprehensive and influential theory of politeness, Brown and Levinson (1987) tried to base their view on "face" similar to Goffman's (1955) argument. For them, there are two goals that any interactant wants to convey to his/her addressee, i.e. "his/her desires not to be impeded or limited in his/her actions (negative face) and his/her desires to be approved (positive face)".Both faces are considered as a part of a view on "face" by Johnstone, (2008:146).

In accord with the idea that everyone, as much as possible, tries to save his/ her face in the duration of social interaction, it is expected that all people involved in all social interactions try to reduce face-threatening acts (FTAs). However, Brown and Levinson's (1987) model indicates that whenever a person is forced to execute a face threatening act as a logical response over a positive face threat or negative face threat of his interlocutor, he would surely employ some strategies that can reduce or "redress" the coming threat. Woods (2006) emphasized that there are at least five super-strategies proposed by Brown and Levinson (1987) which are employed by an addresser to reduce FTA. Those five supestrategies start from strategy that tends to increase the risk of losing (Bald on-record strategy) that is FTA without any redressing effort to a strategy that reduces the level of risk (Avoidance strategy).

One among the arguments that makes Brown and Levinson's (1987) model as a credible source of doing politeness strategy analysis is its universality in nature and the real fact is that almost all our everyday interactions are in this category. Another important point of this model is its emphasis on the culture of the addressee based on the three variables that trigger Face Saving Act in every interaction. Those three variables are as follows;

1. The different social gap which is perceived between participants (D)
2. The different power between an addresser and an addressee (P)
3. The level or rank of speech act culture (R).

Analyzing culture using this model is supported by considering the quantity of negative and positive face strategies and also by considering those strategies among one another in every culture to get to know which solidarity or imposition is more dominant. By the same reason Scollon and Scollon (1981) emphasized that in a different culture, negative politeness determines the seriousness of imposition, whereas positive politeness emphasizes the general nature of the relationship of the interactants.

## 2.2 ADVERTISEMENT LANGUAGE

From various researches on politeness strategies, there some researcher that analyzed advertisement

at the intercultural scale. Written persuasive discourse on advertisements have influenced many researchers (such as Geis, 1982; Hardin, 2001; Lakoff, 1982; Lin, 2005; Schmidt, et.al. 1995) who conducted studies on certain societies and cultures in their connection with the roles of advertisement. Written advertisement as a verbal interaction is considered as a politeness discourse. Lakoff (1982) as the pioneer on the study of politeness more specifically on the advertisement discourse (see Lin, 2005;77) who defines politeness discourse as "non-reciprocal effort or intention of one side to influence or change attitude, feeling, intention, or point of view other people through communicative".

According to Reardon (1991), communicative media are divided into three main categories from interpersonal persuasion, organizational persuasion, ant the most common one is mass media persuasion such as advertisement. In 1982, Lakoff conducted studies on the apparatus of politeness strategy and provided some examples of advertisements that deviate from Grice's Cooperative Principle and Maxim of Manner.

Further, Geis (1982) conducted wider studies on TV ads and concluded that aside from using certain language techniques, advertisers tended to use indirect ways in making claims over their products. Pearson (1988) also conducted a research to get data on how people in their business meetings at a church asked for a support on their opinion by using politeness strategy. He also found out that in such meetings, the religion leaders, who did their main duties, employed more positive and negative politeness strategies compared to those of other strategies that made him seem more talented, stronger, and more persuasive. Matsumoto (1989) emphasized on the importance of Japanese culture in interpreting the politeness phenomena and he also underpinned the importance social context in the politeness theory applied in Non-Western society

The TV ads had also been analyzed by Schmidt et.al. (1995) with their main purpose was to find out the differences in using speech act in various different culture. In their studies, they compared advertisements from United States, Japan, China, and South Korea and they found out that ads on consumer products in the United States were more persuasive compared to those of the same kind in Asian countries in the case of message frequency to buy products and in the imperative level as used in their ads. In another research, Obeng (1997) analyzed politeness strategies which were used by professionals in the legal field and found out that they used politeness strategies like when they used different term of addresses and other complimentary remarks to soften the coming face saving act locution and it therefore became polite and negative.

Further, in connection with the study on negative strategies which are often used in TV ads, Hardin (2001) analyzed a corpus consisting of 214 advertisements from three countries: Chile, Spain, and United States. Politeness Strategy which is one of pragmatic instruments in the study was compared and contrasted based on the model proposed by Brown and Levinson (1987) and the results show interesting differences on the use of positive and negative politeness in the culture of each country.

Benkendorf, et.al., (2001) studied politeness strategies on some indirect sentences as used by medical consultants. In his study, they found out in that in conveying their ideas to their patients, they decreased the level of direct imposition to their patients by using "impersonal and indirect language". However, in other research, Daly, et.al.,(2003) focused his attention on the way of one 'Expletive' form used in two face saving acts i.e. 'direct complaint' and 'refusal' by workers in one industry teamwork. By analyzing the use of expletives by the workers based on politeness strategies, they found out that the use of particular expletive forms indicate socio-pragmatic functions of the words and the ownership of the community where the words were used.

In other study, Lin (2005) observed the use of politeness strategy in a business dialog in Chinese language by introducing the newest data collection method called Natural Data Elicitation Technique. In other study, Lin (2005) concluded that the sellers used different politeness strategies and the highest level of the strategies is that a strategy that emphasizes on the collectivist nature of Chinese culture. By analyzing the impact of impoliteness of TV quiz performance, Culpeper (2005) demonstrates how impoliteness could increase the possibility of face-damage. In the research, he concluded that how creative is the nature of a discourse and how by prosodic analysis, valuable information on politeness is collected. The other research in the context of health was conducted by Brown and Crawford (2009) where they explain the importance of appropriate politeness markers telephone conversations a heath consultant and his patient. They reported that the heath consultant tried to reduce the level of imposition and increase co-operation by applying acceptable politeness markers.

## 2.3 MARKETING AS A DISCOURSE

As communication in general, communication in the world of advertising is determined by various factors. Those determinant factors can be seen by presenting questions as:; who speaks what to whom in what purpose, in what media, in what way and in what circumstances? Those questions are often used to get data from questionnaire as can be seen in the following figure:
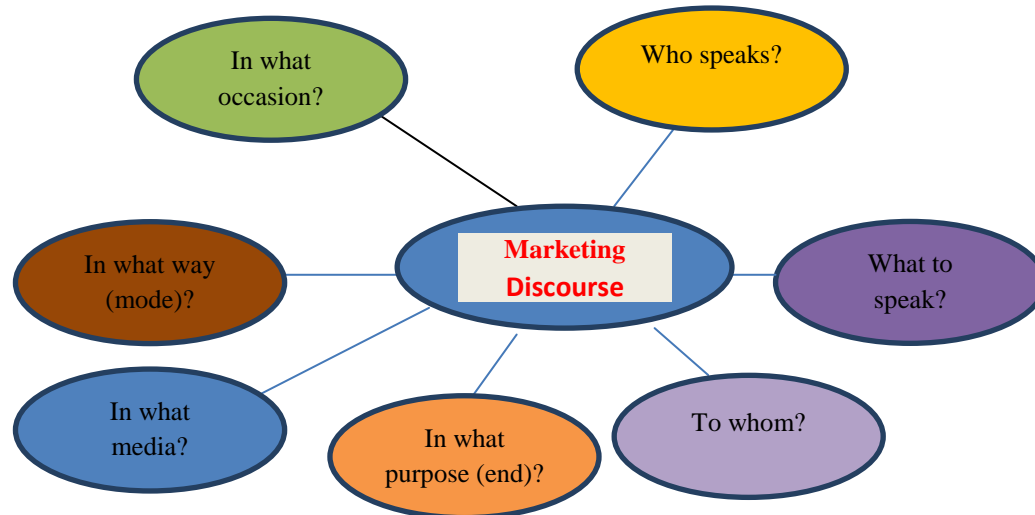
**Fig 1: The determining variable in a marketing discourse**

## 2.4 THE WORLD OF ADVERTISING

It has been 250 years since advertising language has found itself as a specific textual model of its own, (Gieszinger:2001).This model can be distinguished from other models because it has a specific features both in lexical, morphological, syntactic, stylistic and pragmatic level. The propelling power behind the development of those unique textual models lies on the specific function of advertising text which is mainly determined by the relationship between a sender and his recipients and the goal of the sender (Sternkopf, 2004). Further, (Kroeber-Riel: 1993) enumerates the functions of ads in some groups as follows:

1) Provides Information source about products and services,
2) Motivates consumers to buy products,
3) Strengthens purchasing motivation,
4) Provides socialization function
5) Provides entertaining function.

If we shed light from pragmatic point of view, an advertising speech act can be considered as a recommendation act or a presentation act, (Cf. Nusser, P. (ed.), 1975) but naturally most of the advertisements could be categorized as a persuasive or impositive language act.

Most consumers do not agree with the statement that the purpose of an advertisement is to improve information about goods and services. In 1992, there is 20% of the consumers who believe that the advertisements provided true information about goods and services. As a comparison, 20 years before nearly double number of people believed an advertisement conveyed true and useful information (Felser, G 1997).

The problem of truth in the world of advertisement constitutes a hot debate topic in the philosophy of advertisement. Daniel Boorstin, for example, argues that advertising has significantly changed the whole concepts of truth, (Hughes, G., 1987). The duty of experts is to make persuasive statement which is not true nor false.

However, the informative function of an advertisement cannot be underestimated. Providing markets with every information about products and services is one of the oldest and most important functions of advertisement. Of course the content of one advertisement differs from the others. It all depends on product circulation which is advertised. There are four general function of advertisement in relation to the life cycle of a product:

1. *Introductory Advertising:* When there is a new product that be launched to the markets, consequently information about it needs to be provided for consumers so that they are familiar with and in an effort to persuade them to the use of the product.
2. *Penetration advertising:* After the new product was launched, it should be easily distinguished from other competitors' brand. At this stage, there are two most common strategies, i.e., there are some brands that struggle hard to establish their own brand image by providing factual information, whereas the others rely themselves on emotional support. .
3. *Cutthroat advertising:* This stage is achieved when the markets haven saturated. The purpose of this kind of advertisement is to win over the competitors' markets. At this stage, information is no longer relevant since the consumers have already good knowledge of the products.
4. *Expansion Advertising:* This strategy aims to get new customers for the product that has already been so popular in the market. The new market targets will not be confiscated from the competitors, but the main goal is to convince customers the benefit of the product. The information content is of crucial importance at this stage.

## 2.5 THE FUNCTIONS OF ADVERTISEMENT

Leech (1966) argues that there are four functions of the so called a successful advertisement each of which is interconnected with the language used to come to the main objective:

1. Attention Value

   An ads needs to be attentive and arouse curiosity. On the language level, this goal can be achieved if it is done through breaking language conventions, for example by using wrong spelling, neologism, the use of pun, grammatical solecism, rhyme, semantic deviation, or the use of language in the wrong or inappropriate context.

2. Readability

   After an ads succeeds to steal readers' attention, simple information needs to be provided that can be cached in a second. Therefore, the presentation style needs to use general vocabulary (Caples, 1994). That kind of language gives informal and friendly impression and often conveyed by using spoken language style.

3. Memorability

   A message in an ads is a very important point in order that it will be easily memorable so that it will become something usual. Therefore, repetition is considered the most common technique for that purpose in line with the nature human's short memory (Sowinski, 1991).

4. Selling Power

   Ultimately, because the final goal of any ads is to sell a product, persuading people to buy can only be achieved by a clear instruction about what should be done next. Imperative language constitutes the most appropriate for the purpose.

## 3. RESEARCH METHOD
### 3.1 THE CORPUS OF RESEARCH

The corpus of this study is a collection of 91 written Indonesian and English advertisements. The advertisements were collected some of the most-read and popular magazines available at some tourism spots in Lombok. All kinds of ads were taken so long as a stretch of language is provided to accompany the visual base. All the ads taken are considered representative of persuasive ads.

### 3.2 PROCEDURE

The first step in analyzing the data in this study was to identify the politeness strategies used in the corpus as proposed by Brown and Levinson (1987). Based on the model, there are five superstrategies that could be exploited by any individual during his FTA. Those superstrategies include: 1) bald-on record; 2) positive politeness; 3) negative politeness; 4) Off-record; and 5) Avoidance.

Every ads line was grouped based on the above five categories. The groups were the tabulated in term of frequency. To find out the significant difference of the data in English and bahasa Indonesia Chi Square test was applied.

## 4. RESULTS

As shown at the Table 1 there is significant difference between the total numbers of advertisements written in Bahasa Indonesia and in ($x^2 = 24.28$). Both Indonesian and English ads do not employ avoidance strategy in their ads. Of the strategies used in bahasaIndonesia with N=22, it is clear that positive strategy outnumbers the other strategies, whereas the English ads are dominated by three strategies; Off-record N= 27, Bald-on record N=22 and Positive Strategy N=19. one interesting point is both ads in Indonesian and English have the same frequency in using negative face strategy.

**Tabel 1: Frekuensi Penggunaan Strategi Kesantunan dalam BI dan BE**

| Bhs. Iklan | Bald on | Positive | Negative | Off-record | Avoidance | Total |
|---|---|---|---|---|---|---|
| BI | 4 | 15 | 1 | 2 | 0 | 22 |
| BE | 22 | 19 | 1 | 27 | 0 | 69 |

As it is clearly presented at the table1, there is significant difference ($x^2 = 22.73$ ) of politeness strategies used in Indonesian. As could be seen at the above table, Indonesian ads heavily relies on the use of positive politeness outnumbers the other strategies or far above expected N=5.5. Whereas the other three strategies; Bald-on record (N=4), Negative (N=1) and Off-record (N=2) are under the expected N=5.5. From the existing span of the data, it can be said that Positive face strategy>Bald on record>Off record>Negative face strategy.

**Tabel 2:The result of Chi Square test on politeness strategies as used in Indonesian**

| Bhs. Indo. | Strategies | Observed N | Expected N | Df | $x^2$ test | $x^2$table |
|---|---|---|---|---|---|---|
| | Bald on record | 4 | 5.5 | 3 | 22.73 | 11.341 |
| | Positive | 15 | | | | |
| | Negative | 1 | | | | |
| | Off record | 2 | | | | |

The result of Chi Square test over politeness strategies used in the English ads shows significant difference ($x^2 = 22.31$) higher than Chi Square on the table ($x^2 = 11.341$). As shown at the Table 3 below, it is clear that the frequency of each strategy; Off Record (N=27), Bald-on record (N=22) and Positive face (N=19) have been intensively exploited more than expected (N=17.25). On the other side, Negative Face strategy (N=1) was used much lower than expected (N=17.25). From the data span, it is quite clear that advertisements in Indonesian differs significantly from those of English where three main strategies were highly employed; Off record, Bald on record, and Positive Face strategies. Whereas in Indonesian advertisements, the only strategy which was intensively employed was Positive Face strategy.

**Tabel 3 : The result of Chi Square test on politeness strategies as used in English**

| Bhs. | Strategies | Observed N | Expected N | df | X2 test | X2 table (1%) |
|------|-----------|-----------|-----------|-----|---------|---------------|
| Eng. | Bald on record<br>Positive<br>Negative<br>Off record | 22<br>19<br>1<br>27 | 17.25 | 3 | 22.31 | 11.341 |

As presented at the table below, it is clear that there is a tendency of significant difference between Bald On-record strategy used in English and Indonesian ads. In Indonesian ads, Bald On-record strategy was used four times (N=4) less than expected N=13, while in English ads N=22 was used more than expected N=13. By computing the Chi Square of the data, it was found out that $x^2 =12.46$ higher than Chi Square table $x^2 = 6,635$, therefore the difference is considered significant.

On the other side of the data, Positive Face strategy used in the both kinds of ads shows that there is no significant difference ($x^2 = 0,46$ , that is the advertisement in Indonesian (N=15) and in English (N=19) with expected N=17. Almost the same

happens in the use of Negative Face strategy in both kinds of advertisements where English version has N= 1 and Indonesian version also has N=1. It is therefore concluded that the Negative strategy tends to be quite avoided in both versions.

A very interesting phenomenon happened in the use of the Off-record strategy because the real fact is that in both versions of advertisements there is a significant difference was found out. In the English version, the use of this strategy occurs as many as N=27 with expected number N=14,5, whereas the same strategy used in Indonesian appears with only N=2. This difference will be an interesting point of discussion in the next session.

**Table 4; The contrast of the two versions of advertisements**

| Bald on record | Strategies | Observed N | Expected N | df | $x^2$test | $x^2$ tabel |
|------|-----------|-----------|-----------|-----|---------|---------------|
| | BI<br>BE | 4<br>22 | 13 | 1 | 12.46 | 6.635 |
| Positive | | | | | | |
| | BI<br>BE | 15<br>19 | 17 | 1 | 0.46 | 6.635 |
| Negative | | | | | | |
| | BI<br>BE | 1<br>1 | 1 | 1 | 0 | 6.635 |
| Off record | | | | | | |
| | BI<br>BE | 2<br>27 | 14.5 | 1 | 21.55 | 6.635 |

## 5. DISCUSSION

It is almost certainty that advertisements in Indonesian are primarily intended to provide information about products to and influence the speakers of the language no matter what their nationality. The other certainty may also applies to the advertisements written in English. Back to the very basic principles behind any establishment of advertisement are to influence or persuade prospective buyers to follow whatever intended by the advertisers. This makes very clear that the language of advertisement has the characteristic to influence readers, in other words, it is very impositive in nature. Therefore, it could be concluded that an advertiser in designing his advertisement will make any effort to understand his prospective buyers both in terms of the most appropriate strategy of politeness and language that fit them.

This kind of understanding, made this study important in that it tries to understand the tendency of the advertisers to use certain strategies rather than the others. This knowledge and understanding will finally reveal the most favorable strategy and language used at by some promotional magazines in Lombok. It is also the rule that the advertisers are fully aware their

audiences, otherwise they will fail to communicate harmoniously and effectively with them.

The main objective of this study is to reveal the politeness strategies applied by the Indonesian and English advertisers. With the specific regard to the Indonesian advertisements, if we thoroughly analyze them, we will clearly see that the most favorable strategy used is Positive Face with N=15 from the total 22 ads. The characteristics of this strategy are to show concerns, interest, optimism, promise, guarantee, offer, to give reason, to show solidarity, to express compliment, to express joke, sympathy and approval.

In accord with its nature, positive politeness strategy was dominantly in Indonesian advertisement showing the collectivist nature of Indonesian culture as part eastern (Nisbett,2004) that dominantly shows in-group solidarity or tends to shoe one's affiliation to his interlocutors (Khalik,2013). This kind of strategy is commonly used by street vendors, market vendors, or sellers in general. This is also in line with the two main functions of advertisement; to communicate effectively with its audience, and to persuade its audience to by the advertised products. Brown and Levinson (1987) considers that the Positive Face

strategy is an effort to bring social distance of the advertiser and his audience closer that enable them to make more harmonious inter-personal relationship. An understanding of the audience interest and characteristics is highly important in the world of advertisement in order that the goal of advertising could be achieved. On the other hand, the English version of the advertisements highly rely on three main strategies, i.e., Off-record N=27, Bald-on Record N=22, and Positive Face N=19 strategies. From these data, it can be interpreted that English advertisements are more flexible to choose politeness strategies. Something behind the dominant use of the Off-record strategy in English advertisement is because this strategy provides the most polite way to perform a face threatening acts (FTA) by presenting an idea indirectly to the audience.

Meanwhile, the other politeness strategies were not intensively used in Indonesian advertisements which can be understood as the strategy of avoiding business communication failure. Bald-on record strategy, for example, in the context of Indonesian culture, not to mention Sasak, is considered highly risky, aggressive, and could also be offensive in certain circumstances. Almost the same thing happened to the Negative face strategy, who for the most part of Indonesian people, creates a very formal communication situation. Whereas the last politeness strategy rarely used in Indonesia advertisement is off- record N=2. This fact can be interpreted as an effort to avoid misinterpretation to the content of the ads since the nature of everyday communication in Indonesian is quite direct and straight to the point.. It is very different from the characteristics of Off-record strategy itself which is more indirect way of providing information through only providing hints, association, presupposition, contradiction, irony, metaphor, rhetorical question, through understating, overstating, the use of tautologies, presenting ambiguity, vagueness, overgeneralization, incomplete statement, and ellipses which may potentially give misunderstanding on the part of readers.

## 6. CONCLUSION

Having analyzed the corpus of 91 advertisements as provided in some of the most widely circulated in Lombok tourism spots, it was found out that the English advertisements (N=69) outnumber significantly the total of Indonesian advertisements (N=22) with Chi Square test $x^2$ test= 22.73. The logic behind this phenomenon is the advertisers are really aware that nowadays Lombok enjoys its status as the primary tourist destination spot after Bali. By this status, they are really aware that the primarily targeted buyers of any product they advertise are foreigners whom are believed to be able to understand English. On the other hand, they also target their products to the local or domestic visitor as a less important part of the buyers if it is seen from the impression of their purchasing power. But the most interesting finding of the study is the different tendency of both versions of advertisements in employing politeness strategies. Indonesian version highly relied on the use of positive politeness strategies, whereas English version was considered to be more flexible in that it employed three dominant strategies; Off-record N=27, Bald-on Record N=22, and Positive Face N=19 strategies.

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