AN ANALYSIS OF POLITENESS IN E-MAIL OF BUSINESS CORRESPONDENCE FROM THE CUSTOMERS OF PT. BUKIT ANGKASA MAKMUR

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Abstract
Politeness is found to be most dominantly in e-mail appears of business correspondence used to exchange specific information in certain circumstances in discuss by the customers from other countries and difference socio-culture. Business corresponden is an example where the customer within dominantly use politeness to interact in order to negotiate and specific purpose. The purposes of researcher about kinds of politeness used in e-mail of business correspondence from the customers of PT. Bukit Angkasa Makmur, and typical politeness used in e-mail of business correspondence from the customers by the different countries. This researching descriptive qualitative used. In E-mail of business correspondence by the customers of PT. Bukit Angkasa Makmur is the data were taken from by the collecting, reading, comparing, encoding, and analyzing data’s. The analyzed of results as follows: there is 8 of kinds positive politeness, and negative politeness is there 22 of kinds. 10 kinds of negative politeness from europe, negative politeness 12 of kinds and 6 positive politeness from asia, lastly from africa 2 kinds positive politeness.

Keyword : E-Mail, Business Correspondence, Politeness, Customers, PT. Bukit Angkasa Makmur.

Introduction
In studying a language, there are some factors must be thought to have related function such as language use that is done by the speakers in a certain of speech community. Wardhaugh (2006:11) said that, social language is the study of the understanding of the meaning of language in context. Furthermore, John (2005:5) defined that, pragmatics is the study for understanding of the context that affect the meaning of speech act.

Within an organization, politeness is indispensable in formal and informal situations such as that made by customers of business activities for the interact of information through correspondence have sent in e-mail from the customers of PT. Bukit Angkasa Makmur.

Statement of the Problem
There are two problems of this research. Firstly, what are kinds of politeness used in e-mail and secondly, what are the typical politeness used by the costumers from different countries in e-mail of business correspondence from the customers to PT. Bukit Angkasa Makmur.

Conceptual Review
Business Correspondence

Dennis (2011:22) explained that, the business should be defined as an activity, which provides society or others needed goods and services at a profit. Savvy (2006:2) explained that, some of the business correspondence types are much more important when work in the office than the others. Namely: business Letters, business memos, business faxes, and business e-mail. In addition, Palme (2003:115) said that, the function of e-mail is as a guideline the following aspects relating, namely: Securing other types of network servers is the function for the explains the type of mutual authentication based on those user identity and password, firewalls and routers used to protect mail servers beyond a basic discussion, in this mail used to roam in the network computer that has a function to send the data, documents from region to region, special considerations for high traffic mail servers with multiple hosts, have a function for securing of the data and documents emanating from the spread of viruses and misuse that comes from outside administrator, securing backend servers that may support the mail server, and security of the standard messaging protocol is special role as software to help protect data and documents stored in order to avoid his usual archive called user privacy.

Politeness

Culpeper, (2011:32) said that, politeness is interact of the daily activity, general everyone has its own way of speech acts expression of the politeness to the different shapes, in accordance with the topics discussed. Srisuruk (2011:79-80) in pragmatic study about kinds politeness classified, into sub-categories according to how each politeness is realized in language as follows: positive politeness is the kernel of familiar and joking behaviour when using this strategy, it is not necessary to redress the face want infringed because the speaker wants the addressee’s face to be satisfied, and negative politeness is the heart of respectful behaviour, the speaker is concerned with the hearers or readers freedom of action and wants to redress or at least minimize the threat to the interlocutor of strategies are conventionally in indirect, question or hedge, apologize, impersonalize, and by avoiding the pronouns I and you, and state the as a general rule.

Typical politeness used from the Customers

Magistro (2001:53-54) said that, European nations have characteristic face like air deem any presumption seen in expressing a desire that is naturally typikal Europeans including forcing attitudes and opinions towards something that is considered not appropriate. Dániel (2011:10) explained that, Asian politeness people are naturally of occurring, sometimes also contrary to the teachings of europeans lack. Josef (2006:191) explained that, African politeness are relatively insignificant, although it was initially influenced by the uptake of immigrants from england and south africa, european settlers, east indian.
Finding and Analysis

Kinds of Politeness

The kinds of politeness are divided into two kinds, they are positive and negative politeness. The data of the research can be found below:

Please, find the latest metal box packaging requirement, attached, rev 13 dated 11 dec 2015. this requirement takes effect in jan 2016 for all Denmark rubber. Cancel previous MB packaging requirement rev 12 dated 24 sept 2014. From the statement in e-mail above it is found that the kind of politeness included as negative politeness.

Another data of politeness found in e-mail can also be seen here:
Packaging and Material Specification. Any inconvenience obsolete the previous document with this latest release. For acknowledge the receive and agree. Immediately, sign and return to us before 30 Jan 2016. Attached sumitomo document release for details. Have clarifications do not hesitate to contact me. From the statement in e-mail above it is found that the kind of politeness included as positive politeness.

The Typical Politeness Used in E-mail of Business Correspondence by the Customers from Difference Countries.

Furthermore, Alan (2002, p 6) said that, by the differ in language context usually depends of how capable compiled language. In particular, those customers that make up the linguistic system that tends to occur from different countries covering the continent such as Europe, Asia, and Africa. Basically, the structure of the language used by customers associated with typical language according to social background, it is not necessarily true meaning in the statement stated. In general, typical politeness used in the e-mail of business correspondence by the customers from difference countries are:

Europe

The fundamental of the typical politeness in european that has the nature of bored, annoyed, orderly and systematic, opinion, stubborn, and cunning in business, so do not hesitate to express his opinion on the critical situation that occurred.

For instance:

Please, find the latest metal box packaging requirement, attached, rev 13 dated 11 dec 2015. this requirement takes effect in jan 2016 for all Denmark rubber. Cancel previous MB packaging requirement rev 12 dated 24 sept 2014, (Yonehanes, Denmark. PT. BAM, Tuesday Dec 28, 2015).(negative)

Asia

Asian have more highly values of politeness that occur in social situations. Actually, personality identical to the speech of a gentle and courteous to behave as asian promoting to the common interests of the vested interests. For instance:
Africa

Related to language, typical of African politeness closely related to dutch 17th century, and the modern dutch language. African of both languages can understand each other without difficulty. Another language associated with the language africans are words taken from the uptake of european settlers, east indian, and african languages. For instance:

1st day will have document. 2nd day will be process inspection internal and external revision. Audit revision of ISO 9001:2015” it's not necessary involve all supervisors at the same time. Its must be better to audit dept. by dept., so only related department head or supervisor need to be around so won't affect other department work flow. But, Management Representative or ISO rep must around all the time to show the related procedure and explain during audit. Hereby, I attached my Checklist for your perusal, (Mark Leonard, Rwanda. PT. BAM, Wednesday Dec 15, 2015). (positive)

Furthermore, in the kinds of typical politeness used in e-mail from the difference countries in e-mail depend of the statements of ability languages. Because, the customers will be more expressing of the statements habit naturally, included of this analyzed from the customers to PT. Bukit Angkasa Makmur of Country that is Europe, Asia, and Africa. In connection of the Country, the kinds of typical politeness used statements in e-mail from the difference countries on December 2015 of 30 business correspondence appears of kinds and typical politeness used.

In principle above, the researcher analyzed that, kinds of politeness used based on the typical customers accordance social background by the different countries as a europe that has typical of naturally of bored, annoyed, orderly and systematic, opinion, stubborn, and cunning in business, and do not hesitate to express his opinion on the critical situation, Asia have highly values of the personal in identity of typical used, and the typical from the Africa have both language taken from the uptake of adopted european settlers, east indian, and african languages. Consequency, kinds of typical politeness used is a prefer deference politeness for negative politeness and solidarity politeness for positive politeness, deference is the essence of negative politeness and they maintain that by choosing the term solidarity the emphasis on the command grounds of the relation of the participants is more evident.

Conclusion

Business correspondence is an information exchange of the situation in expression of the organization through a written statement in discussions about a
means. In connection with e-mail as including in the types of business correspondence it is used to communicate a desire in question. It is found that, kinds of politeness used found: positive and negative politeness. After that, in e-mail of business correspondence shown to statements of typical politeness used, include: statements of negative politeness from the Europe. Then statements of negative politeness and there are statements of positive politeness used from the Asia, lastly there is positive politeness statements used from the Africa.

Dominantly, kinds of politeness showed a lot of negative politeness based on the typical politeness used in statements negative politeness, because aims to maintain the relationship between the interlocutor of the variance occured to the language used by the typical customers from difference countries.

References

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