

A COMPARATIVE STUDY  
ON THE POLITENESS STRATEGIES IN GIVING ADVISES  
EMPLOYED BY MALE AND FEMALE CONSULTANTS  
IN "DARI HATI KE HATI" COLUMN OF FEMINA MAGAZINE

A THESIS

In Partial Fulfillment of the Requirements  
for the Sarjana Pendidikan Degree in  
English Language Teaching



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JURUSAN PENDIDIKAN BAHASA DAN SENI  
PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS

MEI, 1999

**APPROVAL SHEET  
(I)**

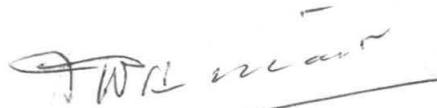
This thesis entitled **A COMPARATIVE STUDY ON THE POLITENESS STRATEGIES IN GIVING ADVISES EMPLOYED BY MALE AND FEMALE CONSULTANTS IN “DARI HATI KE HATI” COLUMN OF FEMINA MAGAZINES**, prepared and submitted by Ria Dharma, has been approved and accepted as partial fulfillment of the requirements for the Sarjana Pendidikan Degree in English Language Teaching by the following advisor :



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This thesis has been examined by the committee on oral examination with a grade \_\_\_\_\_ on May 22, 1999



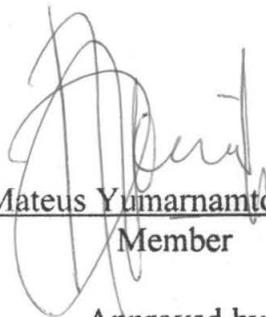
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## ACKNOWLEDGMENTS

First of all, the writer would like to express her greatest gratitude to Heavenly Father, Jesus Christ, who has given her His blessing, faithfulness, and loving kindness, which enable her to accomplish writing this thesis.

She would also like to express her gratitude to the following :

1. DR. Agustinus Ngadiman, her thesis writing advisor for spending his time to review this thesis and guiding the writer in accomplishing the thesis.
2. The writer's lovely mother who always prays for her success in finishing this thesis and also for giving mental and financial support, and her deepest care.
3. The writer's brother and sister for their supports that have encouraged her in accomplishing this thesis.
4. All of her good friends who give supports, assistances, and kindness to her.
5. All people whose names cannot be mentioned one by one, but their affection will be remembered all the time.

Without the kind helps from the persons mentioned above, the thesis would not have appeared in its present form. May the Lord repay all their kindness abundantly.

The writer

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## ABSTRACT

Dharma, Ria. 1999. A Comparative Study on The Politeness Strategies in Giving Advises Employed by Male and Female Consultants in "Dari Hati ke Hati" Column of Femina Magazine. Thesis, Program Studi Pendidikan Bahasa Inggris, FKIP Universitas Katolik Widya Mandala Surabaya. Advisor : DR. Agustinus Ngadiman.

Key Words : language, gender, politeness

This study is intended to answer the following research questions :

1. Are there any differences on the politeness strategies employed by man and woman in giving advises ?
2. What are the underlying reasons of differences on the politeness strategies employed by man and woman in giving advises ?

As a creative instrument, the writer herself collects the data taken from Femina magazines. There are ten articles of "Dari Hati ke Hati". The writer analyzed the data using a set of parameters. They are the researcher's background knowledge, the dictionaries, and 15 strategies of off record of politeness strategy. This study is a qualitative and descriptive study. In order to get a valid and reliable data, the writer is helped by her friend and a competent Sociolinguistics teacher.

The analysis brings about the following results as the answers to each research problem and hence fulfill each objectives :

1. The strategies that are used by men are strategy 2 : give association clues, strategy 5 : overstate, strategy 1 : give hints / strategy 2 : give association clues, and strategy 4 : understate. On the contrary the strategies that are used by women on her politeness strategy are strategy 4 : understate, strategy 5 : overstate / strategy 1 : give hints, strategy 4 : understate, and strategy 2 : give association clues.
2. The underlying reasons of a man in giving advises are that man tends to act more logically (cognitive factor), associatively, and directly. While a woman tends to use her feeling more (affective factor), emphatically, and indirectly in giving advises.

From the data, the writer concluded that as a part of Eastern people, Indonesian men and women in using the politeness strategies in giving advises cannot be

separated from the culture and also from cognitive and affective factors. The differences between man and woman in giving advises are not so great because in giving advises, they still honour the existence of human beings especially to their human rights.

The writer believes that this study is far from being perfect, so it is suggested that the future researchers who deal with Sociolinguistics and especially in the topic of language, gender, and politeness, should include a wider scope either on the subjects or the area of analysis. In addition, the writer would like to suggest the English Department of Widya Mandala Catholic University to provide more Sociolinguistics books in order to make the future researchers can conduct further studies more easily.