POLITENESS STRATEGIES USED BY THE INDONESIAN MINISTER OF FOREIGN AFFAIRS IN A SPEECH AT THE GENERAL DEBATE OF THE UNITED NATIONS

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Abstract

This study analyzes the politeness strategies employed by Indonesian Foreign Minister Retno Marsudi during her speeches at the 78th United Nations General Debate. The research employs a qualitative method for data collection, utilizing speech transcripts as primary data sources. Data analysis is conducted through thematic analysis, identifying and categorizing the politeness strategies based on Brown and Levinson's politeness theory. To ensure data validity, triangulation is applied by cross-referencing the findings with expert opinions in the field of diplomatic communication. The research identifies four primary strategies: Positive Politeness, Bald-On Record, Negative Politeness, and Off-Record. Each strategy serves distinct contexts and purposes, reflecting the minister's diplomatic approach. The findings reveal that Retno Marsudi effectively utilizes these strategies to convey significant messages while considering factors such as social distance, ranking of imposition, and power dynamics in international relations. Notably, the study highlights the predominant use of Positive Politeness Strategy, which fosters solidarity and cooperation among nations. The implications of this research suggest that understanding politeness strategies can enhance diplomatic communication and foster better international relations, emphasizing the importance of cultural sensitivity in global discourse.

Keywords: *Politeness, Pragmatic, Diplomatic Communication.*

Penelitian ini menganalisis strategi kesopanan yang digunakan oleh Menteri Luar Negeri Indonesia, Retno Marsudi, selama pidatonya di Debat Umum PBB ke-78. Penelitian ini menggunakan metode kualitatif untuk pengumpulan data, dengan memanfaatkan transkrip pidato sebagai sumber data utama. Analisis data dilakukan melalui analisis tematik, yang mengidentifikasi dan mengkategorikan strategi kesopanan berdasarkan teori kesopanan Brown dan Levinson. Untuk memastikan validitas data, triangulasi diterapkan dengan membandingkan temuan dengan pendapat ahli di bidang

komunikasi diplomatik. Penelitian ini mengidentifikasi empat strategi utama: Kesopanan Positif, Bald-On Record, Kesopanan Negatif, dan Off-Record. Setiap strategi memiliki konteks dan tujuan yang berbeda, mencerminkan pendekatan diplomatik menteri. Temuan menunjukkan bahwa Retno Marsudi secara efektif memanfaatkan strategi-strategi ini untuk menyampaikan pesan-pesan penting sambil mempertimbangkan faktor-faktor seperti jarak sosial, peringkat beban, dan dinamika kekuasaan dalam hubungan internasional. Secara khusus, penelitian ini menyoroti penggunaan Strategi Kesopanan Positif yang dominan, yang mendorong solidaritas dan kerjasama antar negara. Implikasi dari penelitian ini menunjukkan bahwa pemahaman tentang strategi kesopanan dapat meningkatkan komunikasi diplomatik dan memperkuat hubungan internasional, menekankan pentingnya sensitivitas budaya dalam diskursus global.

Kata Kunci: Kesopanan, Pragmatik, Komunikasi Diplomatik.

A. INTRODUCTION

In human communication, language plays a pivotal role as a tool for conveying messages. Effective communication requires not only the transfer of information but also the maintenance of a respectful and cooperative relationship between the speaker and listener. Recent studies have further emphasized the importance of language in shaping interpersonal dynamics, highlighting that effective communicators are adept at adjusting their language to reflect social contexts and power relations (Haugh, M., 2019). Politeness is a crucial aspect of this interaction, ensuring that social harmony is preserved and potential conflicts are avoided. As Brown and Levinson suggest in their theory of politeness, politeness strategies are employed to protect an individual's "face" or social image during communication (Brown & Levinson, 1987). These strategies are vital in minimizing potential threats to one's self-image and fostering positive social interactions (Holmes, J., & Stubbe, M. (2019).

In formal settings such as diplomatic discussions, the use of politeness becomes even more critical, as it helps maintain respect and decorum between representatives of different nations. This study focuses on the politeness strategies used by the Indonesian Minister of Foreign Affairs during a speech at the United Nations General Debate, 78th Session. The United Nations provides a global platform where effective communication, particularly in terms of diplomacy, is essential. The way language is employed in this context can have significant implications for international relations.

While numerous studies have analyzed politeness strategies in various discourse contexts, many have primarily focused on identifying broad politeness types rather than examining the strategies that constitute each type. Prior research by Fitri (2022) and Firdaus (2022) investigated politeness in cinematic discourse, specifically in Mulan and Squid Game, yet their studies mainly highlighted politeness types without exploring the specific strategies used within each category.

Firdaus (2022), in The Maxim of Politeness in The Squid Game Film Series: A Pragmatic Study, examined politeness strategies employed by characters within the show's dramatic and high-tension contexts. However, the study categorized utterances into politeness types without detailing how specific strategies contributed to the classification.

Similarly, Fitri (2022), in A Pragmatic Analysis of Politeness Strategies in Mulan Movie, analyzed the presence of politeness in animated film dialogues but primarily focused on broad classifications rather than the sub-strategies that define each politeness type in different conversational settings.

Building on these studies, this research fills the gap by providing a detailed analysis of the strategies within each politeness type, demonstrating how specific strategies shape the contextual meaning of an utterance. Unlike previous research, which primarily categorized statements into politeness types without further explanation, this study highlights the strategic elements that contribute to classifying a phrase or sentence as a particular politeness type. Only Bald-on Record lacks specific strategies, as it is inherently direct and to the point. By addressing this gap, this study offers a more nuanced understanding of how politeness strategies operate in diplomatic discourse, where strategic linguistic choices are essential in shaping international relations and diplomatic communication.

By applying the framework of pragmatics, this research aims to analyze the different politeness strategies used in the Minister's speech, examining how these strategies are used to convey messages while maintaining diplomatic respect. Understanding these strategies will offer insights into how politeness functions in high-stakes, formal communication, such as the diplomatic discourse at the United Nations.

In the realm of communication, there are situations where the audience may struggle to grasp the speaker's intended message, resulting in diverse interpretations (Tannen, D., 2021). Pragmatics, as an academic discipline, is dedicated to clarifying meaning and aiding the audience in understanding the speaker's intended message in a specific context. Levinson posits that pragmatics involves examining the connections between language and context, particularly those pertinent to constructing grammatical structures (Kecskes, 2020). It encompasses the examination of meaning within dialogue contexts, extending beyond the literal interpretation of spoken words to analyze implicit significance. Furthermore, pragmatics considers both the explicit and inferred meanings of words. As defined by Firdaus and Simatupang, pragmatics examines how speech is shaped by the level of closeness in relationships, emphasizing the expression of social distance (Firdaus & Simatupang, 2022).

An integral aspect of effective communication skills is displayed through pragmatic competence, particularly in the realm of politeness (Putra, I.N.D.A., & Marantika, I. M. Y., 2024). Brown and Levinson introduce "face," which refers to an individual's desired self-image, distinguishing between positive face (seeking approval) and negative face (desiring autonomy). They argue that face becomes relevant when a speaker risks compromising the listener's face. Alakrash and Bustan further explain that politeness achieves an interactional balance to avoid imposition (Alakrash & Bustan, 2020), Politeness, as described by Aini and Simatupang, involves linguistic strategies aimed at maintaining social harmony and reducing conflict (Aini &Simatupang, 2024). This is crucial for protecting both the positive and negative faces of individuals. Brown and Levinson suggest that politeness strategies help manage these face concerns, facilitating effective communication while preserving self-esteem. Prasetyo, Rustono, and Pristiwati highlight that politeness strategies are used to maintain respectful interactions, considering the specific circumstances of individuals and minimizing potential harm while achieving the conversation's purpose (Prasetyo et al., 2020).

To enhance the understanding of politeness in interactions, Brown & Levinson (1987), devised four overarching categories of strategic politeness, termed 'Superstrategies.' These superstrategies aim to facilitate individuals in recognizing various forms of

politeness in their interactions. Recognizing the multitude of ways people can convey politeness through actions performed in less-than-ideal manners, Brown and Levinson's classification of these four superstrategies seeks to encapsulate some crucial distinctions in this realm.

Bald-On Record strategy entails the speaker taking no measures to reduce the potential threat to their self-image. The speaker directly and clearly performs the speech act, prioritizing the efficiency of communication over preserving their self-image. According to Tetenaung and Heryono, bald on record approach is used to assert one's self-image while aiming to influence the hearer's image with maximum effectiveness (Tetenaung & Heryono, 2020). The use of the "Bald-On Record" approach often results in clearer communication, as the speaker openly conveys thoughts or the purpose of the conversation. This strategy is commonly employed in everyday conversations. The employment of a bald-on-record politeness strategy is typically observed when the potential threat to the hearer's face is minimal, as seen in examples like "Set down." Furthermore, this strategy is utilized in situations where there is a power dynamic favouring the speaker over the hearer. An illustration of this is evident when a grandmother instructs her grandson with a straightforward command like "Stop running."

Positive politeness strategies aim to diminish the potential threat to the hearer's positive face. In other words, in this situation, the speaker aims to please the listener's positive face, intending to bring happiness with their words. Hendar and Trisnandi, posits that the speaker's positive face reflects a strong desire for their opinions or contributions to be acknowledged and appreciated (Hendar & Trisnandi, 2019). This strategy is commonly applied to strengthen the speaker's friendship with the listener, as it facilitates closeness and fosters a positive connection (Fitri, 2022). When the speaker desires proximity in a relationship, using praise becomes a powerful and effective strategy, as it has the ability to bring joy to the listener and make them feel valued. Brown & Levinson, propose 15 distinct strategies that fall under this category:

One effective strategy in communication is to notice and attend to H's interests, wants, needs, and goods. For instance, a speaker might state, "I see you've been working really hard on this project; it looks fantastic!" This acknowledgment serves to validate the effort and dedication exhibited by the interlocutor.

Another approach involves the exaggeration of interest, approval, or sympathy with H. An illustrative example of this strategy is the expression, "That was absolutely the best presentation I've ever seen! You really nailed it!" Such hyperbolic affirmations can significantly enhance the confidence of the recipient and reinforce their accomplishments.

To intensify interest in H, one might employ statements such as, "You won't believe what happened next! It was so exciting; you would have loved it!" This technique effectively generates anticipation and engages the listener's curiosity.

The use of in-group identity markers is also a salient strategy for fostering connections. For example, the phrase, "Hey, buddy! Let's grab a coffee and chat about the plan, okay?" cultivates a sense of camaraderie and familiarity between the speaker and the listener.

Additionally, it is beneficial to seek agreement within the discourse. A statement such as, "Yeah, I totally agree with you. That's exactly how I see it too," reinforces shared perspectives and contributes to the establishment of rapport.

To avoid disagreement, one might articulate, "Well, I guess that's one way to look at it. Maybe there's a compromise we can find." This approach is instrumental in maintaining harmony within the conversation and mitigating potential conflict.

Another effective strategy is to presuppose, raise, or assert common ground. For instance, the assertion, "We've both been in this situation before, so I'm sure you know how tricky it can be," highlights shared experiences and fosters mutual understanding.

Incorporating joke can also serve as an effective communicative strategy. A light-hearted remark such as, "I guess we'll be pulling an all-nighter again, huh? Good thing we're pros at this!" can alleviate tension and create a more relaxed conversational atmosphere.

It is crucial to assert or presuppose S's knowledge of and concern for H's wants. For example, the statement, "I know how important this is to you, so I made sure to get everything ready ahead of time," demonstrates empathy and consideration for the needs of the interlocutor.

Offering or making promises constitutes another key strategy. A reassuring declaration such as, "Don't worry, I'll take care of that for you. Consider it done!" conveys reliability and support, thereby enhancing the communicative exchange.

Furthermore, adopting an optimistic stance can positively influence interpersonal interactions. For instance, the expression, "I'm sure you'll have no problem handling this; you're great at managing tight deadlines," serves to bolster the confidence of the other party.

Including both S and H in the activity represents another effective approach. A collaborative statement such as, "Let's figure this out together. We can work through the details as a team," promotes teamwork and shared responsibility, thereby enhancing the collaborative dynamic.

When making requests, it is advantageous to give (or ask for) reasons. For instance, the inquiry, "Could you help me with this task? It would really speed up the process," provides contextual justification that can facilitate cooperation.

Assuming or asserting reciprocity can also yield beneficial outcomes. A statement such as, "I helped you with your report last week, so maybe you could give me a hand with this one?" encourages mutual support and collaboration, reinforcing the relational bond.

Finally, giving gifts to H in the form of goods, sympathy, understanding, or cooperation can significantly strengthen interpersonal relationships. An expression such as, "I really understand what you're going through. If you need anything, just let me know," exemplifies empathy and a willingness to assist, thereby enhancing the overall communicative exchange.

In employing negative politeness strategy refers to strategies aimed at respecting the listener's desire to maintain autonomy and minimize imposition. Negative politeness, as outlined by Astia, is characterized by indirectness, deference, and attempts to avoid presuming or coercing the listener (Astia, 2020). It focuses on acknowledging the listener's "negative face," or their wish to remain free from impositions and constraints in conversation. Brown & Levinson, propose 10 distinct strategies that fall under this category:

One effective strategy is to be conventionally indirect. Instead of directly asking, "Can you lend me your pen?" the speaker might phrase the request as, "I was wondering if it might be possible to borrow a pen?" This approach softens the request and makes it more palatable to the listener.

Another strategy involves the use of questioning and hedging. For instance, a speaker might say, "I was just thinking, maybe we could start the meeting a bit later, if that's alright?" rather than directly stating a preferred time. This method introduces uncertainty and allows the listener to feel more in control of the decision.

Adopting a pessimistic tone can also be effective. An example of this would be, "You wouldn't happen to have a pen I could borrow, would you?" This phrasing implies

doubt about the listener's willingness to help, which can make the request seem less demanding.

To minimize the imposition, a speaker might say, "I just need a minute of your time." This statement reduces the perceived burden of the request, making it easier for the listener to agree.

Giving deference is another important strategy. A speaker might express, "I wouldn't dare ask you for such a favour, but if you don't mind…" This approach acknowledges the listener's status and shows respect for their time and resources.

Apologizing can also serve to soften a request. For example, a speaker might say, "I'm really sorry to bother you, but could you help me with this task?" This expression of regret can make the listener more inclined to assist.

Another technique is to impersonate the speaker and hearers. Instead of directly stating, "I need you to complete this," the speaker might say, "It needs to be completed by tomorrow." This passive construction removes the directness of the request and can lessen the pressure on the listener.

Stating the FTA (Face Threatening Act) as a general rule is another effective strategy. For instance, a speaker might say, "It's company policy to have all reports submitted by Friday." This framing shifts the responsibility from the speaker to an external authority, making compliance seem more obligatory.

Nominalizing is also a useful technique. For example, saying, "Your attendance is requested" instead of "Please attend" transforms the request into a more formal and less direct statement, which can be perceived as more polite.

Finally, going on record as incurring a debt, or as not indebting H, can be an effective strategy. A speaker might state, "I owe you one for this" or "You don't owe me anything, but could I ask for your help?" This acknowledgment of reciprocity can foster goodwill and encourage cooperation.

Understanding the meaning of communication can be time-consuming when the act is executed in a way that lacks a clear communicative intent, introducing ambiguity that challenges the listener's comprehension. In such instances, the listener must decipher the intended meaning of the utterance (Ayunikmah & Hoque, 2023). Brown and Levinson describe the off-record strategy as primarily relying on indirect language use to mitigate potential imposition on the speaker. One way off-record politeness is achieved is through the violation of Gricean maxims, especially those related to relevance, quantity, and manner, which trigger inferential interpretations (Nasuli et al., 2021). Brown & Levinson propose 15 distinct strategies that fall under this category:

One effective strategy is to give hints. For example, a speaker might say, "It's getting a bit chilly in here, don't you think?" This indirect suggestion prompts the listener to consider adjusting the temperature without making a direct request.

Another approach involves providing association clues. A speaker might express, "Wow, every time I work late, I feel exhausted the next day." This statement subtly conveys the speaker's feelings about working late, potentially inviting empathy or understanding from the listener.

Presupposing is another technique that can be employed. For instance, a speaker might state, "You remember how we agreed to share the workload?" This presupposition assumes prior knowledge and agreement, which can facilitate a smoother conversation.

To understate a situation, one might say, "He's not the worst employee we've had." This minimizes the negative aspects of the subject, allowing for a more palatable discussion about performance.

Conversely, overstating can also be a useful strategy. An example of this would be, "You've been late to work a thousand times this month!" This exaggeration emphasizes the frequency of tardiness, potentially prompting a response from the listener.

The use of tautologies can also serve to reinforce a point. For example, the phrase, "Boys will be boys," conveys a commonly accepted notion that may not require further explanation, thus simplifying the communication.

Employing contradictions is another effective strategy. A speaker might say, "I'm not saying it's a disaster, but it's definitely not good." This statement acknowledges a negative situation while simultaneously downplaying its severity, which can soften the impact of the message.

Being ironic can also enhance communication. For instance, a speaker might exclaim, "Oh, great! Another meeting. Just what I needed today!" This ironic remark conveys frustration while maintaining a light-hearted tone.

The use of metaphors can enrich communication by providing vivid imagery. An example would be, "She's a total bulldozer in meetings." This metaphor suggests that the individual is assertive and forceful, creating a strong visual representation of their behavior.

Rhetorical questions can also be an effective tool. A speaker might pose the question, "Is the sky blue?" This type of question does not seek an answer but rather emphasizes a point or encourages reflection.

To be ambiguous is another strategy that can be employed. For example, stating, "Maybe something should be done about this," leaves the specifics open to interpretation, allowing for flexibility in the conversation.

Being vague can also serve a purpose in communication. A statement such as, "There might be some issues with the report," does not specify the nature of the issues, which can prevent confrontation or defensiveness.

Over-generalizing is another technique that can be utilized. For instance, saying, "People like us don't make those kinds of mistakes," creates a broad categorization that may absolve the speaker from personal accountability.

Displacing H is a strategy that involves shifting the focus away from the speaker. An example of this would be, "Would someone mind giving a hand with these files?" This phrasing invites assistance without directly imposing on any individual.

In the context of communication, factors refer to the various elements that influence and shape the dynamics of communication between individuals or groups. These factors can involve various aspects that play an important role in the communication process. Brown & Levinson (1987), provide insight into the various factors that shape individual decisions regarding the use of politeness strategies. Provide individuals with a framework to tailor their communication based on the intricacies of social dynamics and power relations.

The relative power (P) between the speaker and the hearer greatly affects the level of politeness required. When the hearer holds more power, the speaker is more likely to adopt indirect and more polite strategies to avoid imposing on the hearer (Esfahlan & Boroumand, 2020). For example, in a hierarchical relationship, like that of a boss and an employee, the employee might phrase requests more cautiously, employing strategies such as negative politeness or off-record hints to maintain respect and deference. Power is context-dependent, meaning that it can shift based on situational roles. For instance, while a Brahman may traditionally hold higher status in a ritual context, their power may diminish when interacting with a government official.

Social distance (S) refers to the familiarity or intimacy between the speaker and hearer. Greater social distance typically demands more formal and polite communication strategies, while closer relationships allow for more direct language (Hutahaean et al., 2021). For instance, two strangers might use polite, formal language in a city setting, but if these same individuals meet in a remote location where they are the only ones familiar with each other, the social

distance decreases, allowing for more informal and positive politeness strategies. This variable is influenced by the cultural context and the specific interactional setting.

The ranking of imposition (R) measures how burdensome or intrusive the request or statement is perceived to be. Higher-ranking impositions, such as asking for a large favour, necessitate more indirect and polite strategies to soften the request. Conversely, smaller impositions, like asking for the time, allow for more direct communication. The perceived seriousness of the imposition can vary based on the situational context, such as whether a small request is reasonable in the given circumstances (Alabdali, 2020). Thus, a traveller might ask a stranger for change in a more casual tone compared to requesting a larger sum of money.

The Foreign Minister is a high-ranking government official tasked with overseeing a nation's external relations and diplomatic efforts (Neto & Malamud, 2019). This role has undergone substantial changes, broadening from bilateral relations to include multilateral diplomacy, international commerce, and global security issues. During President Joko Widodo's first term (2014-2019), Retno Lestari Priansari Marsudi was appointed as the first female Minister of Foreign Affairs, occupying the highest position in diplomacy (Helmys, 2024).

This literature review explores the concept of speech, its functions, and its relationship with politeness in international communication. Speech effectively conveys messages or ideas to an audience (Hendar et al., 2022). Speech can be used to influence, persuade, or inform about specific topics (Austin, 1962). Additionally, speech can build identity and reinforce social position (Yamagishi et al., 2021). demonstrating power, authority, or social status.

The gap research presents a significant advancement in the field of politeness strategies by addressing a gap identified in previous studies. Previous research by Fadhillah 2022 have primarily focused on categorizing types of strategies without providing a detailed explanation of the specific strategies that support these types. In contrast, this study offers a comprehensive analysis by elucidating fifteen strategies of positive politeness and ten strategies of negative politeness. This detailed exploration not only enhances the understanding of politeness strategies but also contributes to the existing literature by providing a more nuanced framework for analyzing communicative behavior.

The United Nations General Debate (UNG) serves as a forum for resolving conflicts and creating better conditions among nations, addressing issues like peace, security, international law, and presidential elections. The UNG also discusses the role of the UN Security Council in maintaining international peace and security (Widjaja, 2023). The council handles conflicts, recommends cooperation principles, and discusses international peace and security questions (Dewi Aisyah & Arlina Permanasari, 2022). The General Assembly is the chief entity of the UN, where all member states possess equal voting rights, serving as the primary venue for debates and decision-making.

This analysis will contribute to a broader understanding of how politeness strategies influence international dialogue and diplomacy.

B. METHOD

In this study, a descriptive qualitative methodology is employed by exploring complex social behaviors and interactions, as it allows for a nuanced examination of politeness within diplomatic discourse (Flick, 2018). This approach not only facilitates an in-depth understanding of the strategies used but also situates the findings within the broader landscape of international diplomacy and the specific aims of the speeches.

In this study, data collection is conducted

through a meticulous review of transcripts and video recordings of the Indonesian Foreign Minister's speeches during the 78th Session of the United Nations General Debate. This comprehensive approach ensures that the researcher captures the full context and content of the Minister's discourse, allowing for a thorough understanding of the politeness strategies employed. The transcripts provide a textual basis for analysis, while the video recordings offer insights into non-verbal cues, such as body language and facial expressions, which are crucial for interpreting the nuances of diplomatic communication.

Following data collection, a systematic analysis is performed to identify instances of politeness strategies as outlined in the theoretical framework established by Brown and Levinson (1987). This analysis involves coding the data for specific strategies of positive and negative politeness, as well as off-record strategies, allowing for a detailed examination of how these strategies manifest in the Minister's speeches. The researcher pays particular attention to both verbal and non-verbal cues, considering the cultural and contextual factors inherent in the UN setting that may influence the use of politeness strategies.

To validate the findings, the researcher employs triangulation by integrating theoretical insights with personal observations and contextual analysis. This method enhances the credibility of the research by cross-verifying the identified strategies against established theories and the observed behaviors in the diplomatic context. Additionally, peer debriefing may be utilized, where colleagues review the findings and analysis to provide feedback and ensure that the interpretations are grounded in the data.

C. RESULTS AND DISCUSSION
The research indicates that the politeness strategies employed include Positive Politeness, Bald-On Record, Negative Politeness, and Off-Record, each with different contexts and purposes utilized by Retno Marsudi in her speeches during the 78th United Nations General Debate. Overall, the findings demonstrate that Retno Marsudi effectively employs various politeness strategies to convey important messages in a diplomatic context, taking into account factors such as social distance, ranking of imposition—which is a factor she often utilizes in her speeches—and power dynamics in international interactions, with a notable emphasis on Positive Politeness Strategy in her speeches.

1. Positive Politeness Strategies
Data 1
Context: In her opening remarks, Indonesian Foreign Minister Retno Marsudi proudly showcased the nation's rich cultural heritage of Indonesia. She took a moment to highlight the traditional fabric from East Nusa Tenggara that adorned her attire. While her delegation sported a vibrant array of traditional fabrics, representing the diversity of over 1,000 ethnicities in Indonesia.

"We are diverse but we are one"

(01:00 – 01:03)

Based on data 1, "We are diverse but we are one" emphasizes that Indonesian Foreign Minister Retno Marsudi according to Brown and Levinson theory uses the Positive Politeness strategy, specifically Strategy 7: Presuppose/Raise/Assert Common Ground. This strategy aims to emphasize shared values or experiences between the speaker and listener, helping to build solidarity and reduce social distance. By asserting both diversity and unity, the speaker highlights a collective identity, fostering inclusiveness and mutual respect. The phrase works to strengthen social cohesion by emphasizing common ground despite differences, which is a core characteristic of this strategy.

The factor that most closely aligns with the statement "We are diverse but we are one" is Social Distance (D) as posits by Brown and Levinson. This statement specifically addresses the potential gap or difference between individuals (their diversity) and aims to reduce the perceived social distance by emphasizing a shared identity or unity ("we are one"). By doing this, the speaker seeks to bridge any emotional or social gaps and foster a sense of closeness and solidarity, which is the essence of managing social distance.

Data 2
Context: During her address, Minister Retno Marsudi reaffirmed Indonesia's unwavering commitment to the Palestinian cause. This statement, made against the backdrop of ongoing global discussions on justice and equality, underscored Indonesia's position as a steadfast supporter of Palestinian statehood in the face of prolonged suffering and international inaction.

"Indonesia will not back down in our support for Palestinian statehood"
(06:35 – 06:41)

Based on data 2, the statement "Indonesia will not back down in our support for Palestinian statehood" reflects the Positive Politeness strategy according to Brown and Levinson theory, specifically Strategy 10: Offer, Promise, as outlined in Brown and Levinson's politeness theory. This strategy involves making a commitment or promise that aligns with the listener's interests, fostering solidarity and trust. By declaring unwavering support for Palestinian statehood, the speaker emphasizes Indonesia's dedication to a cause deeply valued by many nations and communities advocating for justice and equality. The assertive language "will not back down" strengthens this commitment, appealing to the audience's positive face by

reinforcing shared values and mutual goals. This approach builds a sense of partnership, enhancing Indonesia's credibility as a steadfast ally in the global effort to support Palestine.

As posits by Brown and Levinson the primary factor influencing this strategy is the Ranking of Impositions (R). Palestinian statehood is a high-stakes and morally significant issue in international relations. Addressing this topic requires careful language that signals commitment without imposing obligations on other nations. By focusing on Indonesia's own actions, the statement reduces potential imposition while emphasizing the gravity of the issue. This careful balancing demonstrates Indonesia's proactive stance and moral responsibility, making R, the weightiness of the imposition, the key factor shaping this politeness strategy

Data 3
Context: The Minister of Foreign Affairs of Indonesia addressed the assembly with a resolute commitment and with unwavering determination, the Minister emphasized Indonesia's dedication to supporting the Afghan population, particularly women and girls, in accessing their fundamental rights. In the face of global challenges, Indonesia reaffirmed its commitment to promoting gender equality and empowering marginalized communities, echoing its ongoing efforts to contribute to a more just and equitable world.

"Indonesia will do its utmost to help the Afghan people and ensure the right of women and girls are respected including their right to education."
(06:43 – 06:56)

According to data 3, "Indonesia will do its utmost to help the Afghan people and ensure the rights of women and girls are respected, including their right to education." reflects the usage of positive politeness strategy based on Brown and Levinson theory

within strategy 10: Offer, promise. This strategy involves the speaker making a commitment or promise to the hearer, which in this case is the global community, particularly those concerned with Afghanistan's future and human rights. By stating that "Indonesia will do its utmost," the speaker is conveying Indonesia's dedication and solidarity with the Afghan people, positioning Indonesia as an ally in addressing critical issues such as human rights, particularly the rights of women and girls. The promise to ensure these rights are respected reflects an attempt to build goodwill and emphasize a cooperative relationship between nations, as well as Indonesia's moral commitment to international norms and values.

The factor that most influences this strategy is Ranking of Impositions (R) as posits by Brown and Levinson. The subject matter, which involves sensitive issues like the rights of women and girls in Afghanistan, is of high importance and carries a significant moral weight. The speaker's commitment to take action on this issue acknowledges the gravity of the situation and seeks to align Indonesia with global efforts to resolve it. By making this promise, the speaker lessens the imposition on other nations by taking a proactive role, thus addressing a significant issue without directly imposing responsibility on any particular country.

2. Bald-On Record Strategies
Data 4
Context: Amidst global tensions and conflicts, Retno Marsudi, addressing the United Nations, points out a harsh reality. This straightforward observation emphasizes the gap between words and actions, urging nations to align their promises with actual deeds. Through these messages, Retno Marsudi calls for honest reflection and decisive action to promote peace and unity.

"The problem is that we do differently than what we said. We say differently about what we did."

(04:48 – 04:54)

"The problem is that we do differently than what we said. We say differently about what we did" reflects the usage of a bald on record politeness strategy based on Brown and Levinson. In this instance, the speaker does not attempt to soften the impact of the criticism, but rather states the issue plainly and without hedging, which is typical of bald on record strategies. The speaker prioritizes clarity and efficiency over face-saving for the hearer. In this case, the minister is addressing the global community, pointing out the discrepancy between actions and promises in an unambiguous and straightforward manner.

The primary sociological factor influencing the use of this strategy according to Brown and Levinson is R (the ranking of imposition). The weightiness of the issue being discussed, which involves global trust and solidarity, justifies the use of a bald on record strategy. The speaker highlights a critical global problem that requires immediate attention, thus prioritizing the message's urgency over the need to protect the audience's face. The high stakes of the situation demand a direct approach to ensure that the message is clearly understood, without the potential ambiguity that could arise from more polite or mitigated strategies.

Data 5
Context: Retno Marsudi made this statement while highlighting the importance of maintaining peace and stability through dialogue rather than conflict. This assertion served as a reminder of the U.N. Charter's core values and Indonesia's dedication to fostering collective responsibility in resolving disputes diplomatically, ensuring all nations' sovereignty and territorial integrity are safeguarded.

"We must uphold respect for international law particularly fundamental principle of sovereignty and territorial integrity."

(05:57 – 06:08)

According to data 5, the statement "We must uphold respect for international law, particularly the fundamental principle of sovereignty and territorial integrity." reflects the Bald on Record strategy based on Brown and Levinson theory. This strategy is marked by directness and clarity, with no attempt to soften the potential face-threatening act. By using the phrase "we must," the speaker delivers an unambiguous and urgent call to action, emphasizing the critical importance of respecting international law and core principles. The direct approach ensures the message is both clear and compelling, leaving no room for misinterpretation. This aligns with the purpose of the bald on record strategy, which prioritizes efficiency and the effective communication of high-stakes messages.

As posits by Brown and Levinson the factor influencing this strategy is the Ranking of Impositions (R). The subject matter—sovereignty, territorial integrity, and adherence to international law—carries significant moral and diplomatic weight. Addressing such foundational issues for global peace and stability necessitates a direct approach that highlights their urgency. By avoiding softening language, the speaker underscores the gravity of the situation, ensuring the audience recognizes the universal importance of the message. This makes R, the weightiness of the imposition, the key factor driving the choice of the bald on record strategy.

3. Negative Politeness Strategies
Data 6
Context: During the United Nations General Debate, 78th Session, the Indonesian Foreign Minister highlights the critical juncture the world faces. She stresses that "Global solidarity and collective responsibility are the only answers to address trust deficit and global inequality." This means that countries must work together to solve issues of trust and inequality worldwide. The minister urges nations to unite and take action to tackle these challenges.

"Global solidarity and collective responsibility are the only answer to adress trust deficit and global iequality."

(01:10 – 01:14)

"Global solidarity and collective responsibility are the only answers to address trust deficit and global inequality" classified under negative politeness strategy based on Brown and Levinson, specifically within strategy 5: Give deference, as outlined in Brown and Levinson's politeness framework. The speaker does this by framing the solution (global solidarity and collective responsibility) as the only viable response to serious global challenges, such as trust deficits and inequality. The use of impersonal and formal language, referring to abstract concepts rather than personalizing the problem, serves to minimize any direct imposition on the hearer. It avoids suggesting that the hearer is personally responsible for these issues, instead appealing to broader global responsibilities. This approach preserves the hearer's autonomy by not directly commanding or imposing, but rather implying that the solution is a matter of necessity.

The most relevant factor influencing the use of this strategy is Ranking of Impositions (R) as stated by Brown and Levinson. The statement discusses large-scale, high-stakes global issues, which carry a significant weight of imposition. By framing the solution in abstract and collective terms, the speaker lessens the burden on any individual listener, distributing responsibility across the global community. This mitigates the potential face-threatening act of assigning blame or responsibility to the hearer alone.

Data 7
Context: In her speech, Retno Marsudi articulated a vision of inclusive global leadership while reflecting on the enduring principles of the 1955 Bandung Conference. She emphasized the importance of dialogue and collaboration, positioning Indonesia as an advocate for a fair and just international order.

"Global Leadership should be about listening to others Building Bridges respecting international law consistently and put all Nation equally."

(02:50 – 03:00)

According to data "Global Leadership should be about listening to others, building bridges, respecting international law consistently, and putting all nations equally" classified under Negative Politeness Strategy in reference to Brown and Levinson, specifically Strategy 1: Be conventionally indirect. This statement employs indirect language to make suggestions or critiques while minimizing imposition. Phrasing like "Global Leadership should be about..." frames the recommendation as a universal principle rather than targeting specific countries or leaders. This approach highlights inclusivity, respect for international law, and equality without direct accusations, maintaining a diplomatic tone essential in global diplomacy.

The key factor shaping this strategy is Power (P) as suggested by Brown and Levinson. In settings like the United Nations, where countries of varying influence interact, the speaker must carefully navigate power dynamics. Indirect language respects the authority of powerful nations while promoting equality and the rule of law. This approach avoids direct criticism, preserving diplomatic relations and addressing sensitive power balances effectively.

4. Off-Record Strategy
Data 8
Context: Indonesian Foreign Minister Retno Marsudi voiced concerns and also referenced several ongoing global conflicts, noting that they have further disrupted supply chains and worsened economic instability, particularly in the Global South. She called for stronger multilateral cooperation and reforms in global governance to ensure a fairer, more inclusive distribution of resources and opportunities for all countries.

"Global supply chain is being monopolized by certain countries."

(05:57 – 06:07)

According to data, " Global supply chain is being monopolized by certain countries." classified as an off-record politeness strategy as noted by Brown and Levinson theory, specifically the strategy 12: Be Vague. The speaker is deliberately vague by using the term *"certain countries."* This avoids naming specific nations, which softens the impact of the criticism. By not identifying the exact countries, the speaker leaves the statement open to interpretation, allowing the audience to infer the intended meaning without making a direct accusation.

The sociological factor that primarily influences this choice of strategy is R (ranking of imposition) in line with Brown and Levinson theory. The subject of global supply chain monopolization is a sensitive issue with significant geopolitical implications, and directly accusing specific nations would carry a high risk of offense and conflict. The use of an off-record strategy helps reduce the weightiness of the imposition by framing the criticism in a less confrontational way, making it more palatable in a diplomatic setting. This allows the minister to raise a critical issue while still preserving diplomatic relationships, ensuring that the message is delivered without escalating tensions.

D. CONCLUSION

In conclusion, the analysis of Retno Marsudi's speeches at the 78th United Nations General Debate illustrates the critical role of politeness strategies in diplomatic communication. The effective use of Positive Politeness, Bald-On Record, Negative Politeness, and Off-Record strategies demonstrates her ability to navigate complex international dynamics while conveying important messages. By emphasizing shared values and fostering cooperation, Retno Marsudi not only enhances Indonesia's diplomatic image but also contributes to the broader discourse on global issues. The findings of this study underscore the importance of understanding politeness strategies in international relations, as they play a vital role in promoting dialogue, trust, and mutual respect among nations. Future research may further explore the impact of these strategies on diplomatic outcomes and their effectiveness in various cultural contexts.

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