THE SOCIO-PRAGMATIC DIMENSIONS OF COMPLIMENTING IN MAROS BUGINESE CULTURE

DIMENSI SOAIO-PRAGMATIK TERHADAP SUATU BENTUK PUIJIAN DALAM KEBUDAYAAN BUGIS MAROS

Anugrah Dwinita¹, Abdul Hakim Yassi², Mustafa Makkah³

¹ ELS Study Program, Postgraduate Program, Hasanuddin University, ² ELS Study Program, Postgraduate Program, Hasanuddin University, ³ ELS Study Program, Postgraduate Program, Hasanuddin University

Address of Correspondence:
Anugrah Dwinita
ELS Study Program
Postgraduate Program
Hasanuddin University
Mobile Phone: 081354946702
Email: nietha_mcmillan@yahoo.com
Abstract

The Socio-Pragmatic Dimensions of Complimenting in Maros Buginese Culture. This study aimed at: describing the roles of social status and gender of ethnic community’s compliments in Maros regency, describing the way compliments work in the level of intimacy or acquaintances among the Buginese interlocutors, and describing the contribution of the family members in which they play important part in Buginese compliment. This research was conducted in one of Buginese speech community in Turikale sub district, Maros regency. This was a descriptive research by using quantitative and qualitative approaches. Methods used in collecting data were an observation, a questionnaire, an interview, and field notes. The number of all samples was 60 Buginese native speakers who settled in Turikale consisting of 30 male and 30 female. The result of this research indicates that the social status and gender have their own characteristics in exchanges and the frequency among the speakers. This is proven by the result of the data analysis which indicates that there was a difference in compliments from each group. Apart from that, the other variable such as the level of intimacy, acquaintances, and family members also contribute the great influence in managing communication among the community.

Keywords: Socio-Pragmatic, Compliment, culture

Abstrak


Kata kunci: Sosio-Pragmatik, pujian, budaya
INTRODUCTION

The development of theories that deal with society such as Pragmatics, Antropopolinguistics, and sociolinguistic which formed by Western theorists have been proved not always applicable even workable to Eastern data including Indonesia. It is assumed that this derived from different rules and way of thinking about the culture perspective they belong. Therefore, there are many groups of people with different languages in this world which is so-called speech community. According to Duranti (1997) speech community is "the product of the communicative activities engaged in by a given group of people". Linguistic anthropologists share with sociolinguists the concern for a definition of speech community as a real group of people who share something about the way in which they use language. A person can (and almost always does) belong to more than one speech community.

The compliment is particularly suitable speech act to investigate of a culture because it acts as a window through which we can find out what is valued in a particular culture. It is explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some ‘good’ (possession, characteristic, skill, etc) which positively valued by the speaker and the hearer.

The former research explain compliment in one social situation for example in University and do it not cover the other context which might occurred in different strategies. Several researchers explain the compliment strategy of the people in acquiring the second language, which is English in the class room capacities. The strategy of people in complimenting in class room treatment perhaps is different from what people use in their daily conversation like at home, in the neighbour living, in the office, and in some ritual like in weeding ceremony.

The capability of people in expressing compliment based on gender differences, social status, and educational background of the speaker should be interesting to elaborate. Buginese language is chosen as the object of this study because; the native speakers have their own special character according to the concept of their daily life and the way they communicating.

Although many works on compliment has been done to date from cross cultural perspective, the concept of compliment in Buginese has not been researched since there is no former researcher conduct and document it. It is expected by taking the position as native of Buginese to gather some data by recording each conversation related to compliment, doing
observation, Classifying into categories, the concept needed will be found. For this reason the topic of this research is Socio-pragmatic dimensions of complimenting in Buginese.

METHODOLOGY

Research Design

The study is descriptive research using Quantitative and qualitative approach to describe the Socio-Pragmatic dimensions of complimenting in Buginese society and also examine whether social status and gender difference contribute to the compliment of Maros Buginese culture. The descriptive method of research is gather information about the present existing condition. The emphasis is on describing rather than on judging or interpreting. The descriptive approach is quick and practical in terms of the financial aspect. Moreover, this method allows a flexible approach, thus where important new issues and questions arise during the duration of the study.

Research Location

The research was conducted in Turikale at maros Regency of South Sulawesi. The study is descriptive research using Quantitative and qualitative approach

Population and Sample

Population is a generalization area which is consists of the object and the subject of the research that becomes a quantity and certain characteristics by the researchers to be learned and make a conclusion after that. The population of this research is the all of Buginese native speakers in Turikale regency of Maros. The sample is a part of the total and characteristics belonged by the population. The sample that used in this research is a convenience sampling technique. It is a method of gathering the non-probability sample where the researcher does not have any consideration except it just for the ease, so that it used some terms like an accidental sampling and a captive sample (man on the street)

Data Collection

This study applies several methods of data collection, such as: observation, interview, questionnaire, and field note. And the instrument consists of two, those are recording and note taking.

Data Analysis

In analysing data, the writer uses combination of the qualitative and quantitative approaches. Data from questionnaire is analysed by using regression of SPSS program. And
then, the researcher used a numerical form by showing the scale mentioned that, score 4 = Always (A), score 3 = Sometimes (S), score 2 = rare (R), score 1 = Never (N), and 0 = No comment (NC). And the data gathered from observation, interview and field note were used to strengthen data from questionnaire.

**FINDINGS**

The finding of this research consists of two parts, qualitative and quantitative approach. Derive from the questionnaire result; gender and social status are generally occurred. When both of those become variables, there is no differentiation for the classification of the 20 items of questions so, all the data will be divided in to two categories. The gender consists of 30 male and 30 female without any factor divisions.

Besides that, Gender and marriage status in questioner are not included in the items but, it is just an identity of the respondents in two categories, both of them are male and female, and married and unmarried. So it is automatically divided in two factors and there will be two categories of each question.

The first table shows the classification of respondent based on their sex differentiation. The total number of respondent consists of 60 native speakers of Buginese and both of them have same percentages. The male speakers consists of 30 respondents which automatically have 50% of percentage, it is same with the female speakers which is also consists of 30 participants.

In the second Table shows that the respondent classification based on the marriage status as follows: From the 60 respondents, there are 31 people categorized as married which the total percentage consists of 51.67%. And the unmarried respondents consist of 29 people with 48.33% of percentage.

From the quantitative data, there are several examples of compliments and its responses. The third table shows several compliments used by the Buginese people in their daily conversation. In the first on the first social situation, the speaker uttered “Loppona ro bola ta ke ro (Your house there is very big)” included on compliment based on possession because the speaker tended to know where the hearer live right now by asking her house. This example also interpreted as a phatic style. This is a natural habit for Buginese when they are meeting for the first time or meet again over a long distances for periods of time. This utterance not for the speaker not for the propositional content but rather for their affective value as indicators that one person is willing to talk to another and that a channel of communication is being either opened or being kept open. Phatic utterances do not really
communicate anything; rather their use allows communication to occur should there be anything of sequence to say. The speaker will have a little more to say on the matter shortly.

Besides that, a compliment can avoid the ice breaking to help the fluency of speaking for the next topic from the both side. For Buginese capacity, it may be regarded as a polite thing when we are talking because they think that giving a compliment for the first time we meet could be a high appreciation to someone and fraternity. Furthermore, the last table shows several responses of the compliments that used by the Buginese people in exchanges, the responses of compliments may divide in three general types; those are agreeing, accepting and rejecting.

**DISCUSSION**

Having analysed the data derived from both questionnaire and field note, it indicates that the compliment is paying important role of the Buginese native speakers in their conversation even though, they sometimes regarded it as just a flatter. The importance of compliment in Buginese according to the social status, the current observation in Maros indicates that the male speakers from the high status are regularly using compliment that a male from the low status (the common people) and the similar cases also occurred in the female from the high status. It has contrary with the Kim findings (2000) which said that people of high status seem to enjoy being flattered extensively because of they have a big role in the society.

In intimate relationships, the male point of view indicating a tendency that they are more give compliment to female because they think that giving attention and respecting to them is an important thing in Buginese culture for their further relationship. The female to male they intended not always to complimenting, it is because of the politeness norm where the female should preserve their attitude in the front of the men, especially for those who are not married yet. It is contrary with the Golato (1999) which said that in intimates’ relationship, the female speakers tended to more complimenting than male speakers.

For the married speakers of Buginese according to the data, the husband tent to give more compliment than a wife, it is contrary with the one of wolfson’s finding that a wife always giving compliment to her husband in order to be concerned. But From the interview from several married men they explained that a compliment as an effective way to make them happy in giving services at home and also as a sweet fondle of the sex invitation to the wife. For the responses, In Wolfson finding (1983), there only three types of compliment found in the people conversation such as skill abilities, appearance, and possession, but in this finding
there is one type that would be so important of Buginese speakers is about a compliment based on someone’s behaviour.

CONCLUSION AND SUGGESTION

From the finding that shown, the researcher may conclude that compliments are an intricate combination of positive evaluation, displayed good feelings, implicit friendliness, and half-admitted desire to please. It is feasible to regard compliments as interpersonal and interactive speech acts; whereas, "praise" can be considered a statement of absolute value with or without interpersonal or interactive functions. The second is, the culture has stronger influence on managing communication especially of the Buginese native speakers in complimenting because they have their own characteristics based on the communicative partners like intimates, Family members, and the friends or acquaintances, the way they responding to it that may differ with other western views.

In the third conclusion, the contexts might also have a big role in determining complement behaviours. The speech act of compliments is regarded as phatic communion and functions as solidarity in many cases, though it can be a face threatening act depending on the situation.

Besides that, compliments are sometimes misleading. In our daily lives, utterances intended for solidarity can be interpreted as sarcasm or perfunctory compliments. Besides that, the value system and the politeness norms have strong influence in the process of exchanges, that’s why the compliment based of someone’s behavior become as one important new finding from this research that has not been mentioned by the previous researchers before, So there are four types of compliment found in the Buginese conversation; those are, compliment based on skill abilities, possession, appearance, and the compliment based on behaviour.

The writer would like to deliver some suggestion that In order to keep maintaining the local language and local culture, the young generation is responsible for dealing with such a valuable inheritance.

It needs support from many sides, such as local and national government because it is one of the cultural legacies that should be preserved and is to some extent introduced to those who are interested in cultural studies this study only gathered the data based on the socio pragmatic dimensions. It will be a great for the next researchers taking a chance on another phenomena related to the Linguistic point of view.
EXPRESSION OF GRATITUDE

The writer dedicates her deep appreciation and the gratitude to her first and second supervisors, Prof. Dr. Abd. Hakim Yassi.,M.A.,Dipl.,TESL and Dr. H. Mustafa makka., M.S for their encouragement, guiding, suggestion, correction, careful reading of this thesis, helpful comments, and overall supports.

The writer also feels grateful to Prof. Dr. dr. Idrus A. Paturusi, Rector of Hasanuddin University. Prof. Drs. H. Burhanuddin Arafah, M.Hum., Ph.D, Dean of Faculty of Letters of Hasanuddin University. Prof. Dr. Ir. Mursalim, the Director of Post Graduate Program of Hasanuddin University, Prof. Dr. Abdul Hakim Yassi, Dipl. TESL, M.A, Head of English Language Study (ELS) Program, lecturers at ELS, and staff who have done all their best during her period of study and who have provided the opportunity to write this journal article.
BIBLIOGRAPHY


Table 1. Respondent classification based on the sex difference

<table>
<thead>
<tr>
<th>Sex</th>
<th>People</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30</td>
<td>50.00</td>
</tr>
<tr>
<td>Female</td>
<td>30</td>
<td>50.00</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 2. Respondent Classification based on the marriage status

<table>
<thead>
<tr>
<th>Status</th>
<th>People</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>31</td>
<td>51.67</td>
</tr>
<tr>
<td>Unmarried</td>
<td>29</td>
<td>48.33</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 3. The examples of Compliments in Buginese language

<table>
<thead>
<tr>
<th>No.</th>
<th>Social Situation</th>
<th>Compliments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Subdistrict Office (2nd August 2012)</td>
<td>Loppona ro bola ta ke ro (Your house over there is very big)</td>
</tr>
<tr>
<td>2.</td>
<td>In a house of the head of the village (14th November 2012)</td>
<td>Cakka' pa tu bola na I Aji. Pakke’ na (How clean your house mom. It’s very tidy) yaro anak na ma mello’-mello’maneng (Her child are very beautiful) Macca to pa nakko di ewa I ada (They also very nice if we talked to them)</td>
</tr>
<tr>
<td>3.</td>
<td>At the wedding ceremony (25th June 2012)</td>
<td>Mello’ na bajunnulu (your shirt is very beautiful)                         acca nu tu (you are very smart)               kessing na bate nu (Your hand made is looking so good)</td>
</tr>
<tr>
<td>4.</td>
<td>At a river’s banks (May 2012)</td>
<td>Perreng ta mupa ro makkareso, puang (lord, you are still working hard and so strong)</td>
</tr>
<tr>
<td>5.</td>
<td>At the mosque on ramadhan.</td>
<td>Umpe’ pa tu sujidadang ta Aji (your rug is very thick)                     Upe’ tar o idi’, makkuling-kuling lokka hajji (you are very lucky. You are going for hajj every time)</td>
</tr>
</tbody>
</table>
Table 4. The examples of Compliment responses

<table>
<thead>
<tr>
<th>No</th>
<th>Compliment responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>(Laughing) iko tu..bola nu ha</em> (owh you..your house is)</td>
</tr>
<tr>
<td>2.</td>
<td><em>Pakko na ro, nakko lokka manengi anak ku, aleleku monro di bola e. Nakko dek ku jama, monro na iya; masserring na ma’ pel</em> (it mostly like that, if all my child go to school, I just live alone in home, I I am stay, I just sweeping and wiping the floor)</td>
</tr>
<tr>
<td>3.</td>
<td><em>Idi’ to Aji. Matanre maneng sikolana anak ta</em> (you too Mom. Your child are high educated)</td>
</tr>
<tr>
<td>4.</td>
<td><em>Elo’ tokko? maega ma di sentral di balu. ma sempo to pa</em> (don’t u want? there were so many in Sentral (Central market), and also cheap)</td>
</tr>
<tr>
<td>5.</td>
<td><em>Na pura ka maccoe’ kursus</em> (I had been join a course)</td>
</tr>
</tbody>
</table>