

Face Threatening-Acts In Indonesia Fourth Vice Presidential Candidate Election Debate (2024): Pragmatics Study

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Abstract

The research investigates face-threatening acts (FTAs) in the fourth vice-presidential election debate in Indonesia, applying a pragmatic approach to analyze how strategies and acts used impact the candidates' electability and credibility. This study also focused on the word choices during the debate that can be considered rude or put the other candidates in an uncomfortable situation and how this affects the flow of debate. Qualitative procedures including display data, quoting, and authentication were used in the data analysis process. By applying the politeness theory of Brown and Levinson, the study classifies and divides the FTAs into positive and negative faces. According to the study, the three candidates regularly use strategies meant to harm the public perceptions of their opponents in order to influence voter opinions and affect election results. The research offers insights into the purpose of communication tactics in political debates and their broader impact on political discourse and election outcomes by comprehending the dynamics of FTAs in this high-stakes environment.

Keywords: *Face Threatening-Acts Presidential Candidate Pragmatics Study*

Introduction

Recently, there was an election party for the president, vice president, and legislative representatives across the country. Due to the intense public interest in this election, it has turned into some sorts of celebration. All eyes are on the candidates for president, vice president, and legislative members; Indonesian citizens are closely following their every move, word, and social media post, especially their personal lives and political histories. It is not uncommon for each supporter, particularly presidential and vice presidential candidates, to "dig" out every bit of information about their opponent and compare it to their own.

These candidates frequently ridicule each other using the information they obtained, even if part of the information's veracity is strongly challenged or they are simply made-up facts intended to discredit their opponents. Gimmicks from the candidate's side are bound to capture the attention of Indonesian citizens, but some of them are often unsuitable or endanger the opponent's public and political image. Tracking back their past mistakes, actions, and private life parts to the point where even minor details can be used as a "weapon" to assault their image.

Let us look at real-time samples from the election party, which recently concluded with fairly surprising outcomes. Indonesia's presidential and vice presidential candidates are Anies Rasyid Baswedan and Muhaimin Iskandar, Prabowo Subianto and Gibran Rakabuming, and Ganjar Pranowo and Mohammad Mahfud Mahmodin. The three of them are seen openly using gimmicks to promote themselves, particularly at the fourth vice presidential election discussion, and they continue their branding throughout the election period on any media outlet available. This behavior, however,

can be analyzed from a scientific perspective, specifically in the field of linguistics known as pragmatics. Pragmatics is one of many branches in linguistics that focuses on understanding the meaning conveyed through written or spoken language.

According to Paltridge (2008), in the book titled *ILAM (The Profession)*, Vol. 12, 2073, Kumar Narayan (2016), pragmatics is the study of how meaning is conveyed in conversations. Quoted and later summarized by Maghfiroh (2023), Yule (1996) explains that pragmatics studies how individuals meet at mutual understanding and interpret meaning in particular settings, with a focus on the roles that speakers and listeners have in communication situations.

In Titik's study (2021), Goffman (1955) defines the face as the positive social identity that individuals strive to establish and uphold. Goffman further explains that individuals receive some kind of emotional satisfaction from maintaining or protecting the face they have built-in social interactions with others.

Furthermore, Brown & Levinson (1987) expanded on Goffman's definition of face as the desired public self-image one aims to maintain, as stated in Gunawan (2021). They also divided Goffman's face theory further into two points: the positive face and the negative face. In the taken data, we could see how these presidential and vice presidential candidates are threatening each other's faces and publicly degrading or criticizing each other's professional performance, which in a way can be considered as an act of face-threatening acts.

According to the theory proposed by Brown and Levinson in 1987, a positive face refers to the desire to be liked, valued, and respected. It also includes the need for recognition, approval, and acceptance. On the other hand, the negative face represents the wish for autonomy, independence, and freedom from external pressure such as criticism and being ordered around. It is the need to be respected while avoiding any kind of imposition.

Additionally, Based on Goffman (1995) summarized in Titik (2021), we know that the term "concept of face" refers to the positive social identity that individuals strive to establish and preserve and any behaviors or actions that could cause harm to someone's reputation and their sense of dignity, such as making fun of, criticizing, or publicly degrading them, are examples of face-threatening acts.

Quoted from Brown and Levinson's theory in Suyono (2021), positive politeness is a strategy that aims to minimize the threat to the listener's positive face to be validated, liked, admired, and positively affiliated to by highlighting friendliness, solidarity, and shared interests. Positive politeness includes; bald on record, positive politeness, negative politeness, and off-record.

Moreover, defined by Brown and Levinson in Suyono (2021) negative politeness is a strategies that targets to minimize the threat to the listener's negative face to be restricted from their basic needs and freedoms by respecting the listener's autonomy. Negative politeness includes; avoid directness, minimize the imposition, apologies, respectful addressers, be pessimistic, impersonalize speaker and hearer, nominalize, question and hedges, state the FTAs as general rule, implicature.

Finally, the researcher chose this topic due to the numerous controversies that arose during the election debate, particularly in the vice presidential election debate. The researcher observed these occurrences where each of the vice presidential candidates employed various methods, tactics, and strategies to publicly demean their opponents, criticizing them and imposing their opinions to win the support and votes of the citizens. It was quite fascinating and captivating to see how they were more focused on

employing techniques to attack their opponents personally rather than engaging in a substantive debate on the actual topics.

Method

Qualitative descriptive method was used because of the given nature of the research; the purpose which is to describe the face threatening acts of the fourth vice-presidential election debate. The rationality of scientific research activities lies in the empirical and systematic nature of science as postulated by Sugiyono (2013, p: 3) as summarized by Tamara (2024).

Through this method, it becomes easy to understand the contexts and situations in which such acts were employed in the course of the campaigns by three vice-presidential candidates. As Kusuma (2024) observed, the use of the term qualitative method is typically done when trying to understand the meaning of phenomena, the contexts, and broad perspectives. According to Mulyana (2010), qualitative research methods are used to examine and gain insights into such commonplace mental activities as well as human behavior employing scientific methods that do not involve numbers, statistics, or computations.

For the purpose of data collection and analysis the researcher used strategies such as qualitative content analysis and contextual analysis so as to make an exhaustive research into the face- threatening acts. Methods used included reading and understanding of the text in relation to its context and classification of the acts involved. Document triangulation was used through the includes of documents and content analysis to increase the validity and reliability of the findings based on the multiple methods and sources used in the study. Reduction process, data display and verification were used in analyzing the collected data. And, finally, the objective conclusions were made based on the outcomes, including the evaluation of the influence of face-threatening acts on the candidates and the dynamics of the overall public debate. The conclusions also underscore the impact of these acts in determining voters' attitudes and the results of elections, offering useful tips on language management in political discourse.

Finding and Discussion

Finding

To address research questions and fulfill research objectives, the sample data will be analyzed in this study. This data analysis aims to gain a thorough knowledge of the types of face-threatening acts that occurred in the fourth vice presidential debate, their context and background, as well as how they could impact a candidate's electability percentage, and define the findings relevant to the research objectives. This research used a comprehensive analytical methodology to present findings that have the potential to greatly advance knowledge in this field of study.

The data will be divided into two main points; Positive Politeness and Negative Politeness. Each of them will be divided into four and ten sub-points.

Types of Face-Threatening Acts		Number of Face-Threatening Acts		Percentage	
<i>Positive Politeness</i>	<i>Negative Politeness</i>	<i>Positive Politeness</i>	<i>Negative Politeness</i>	<i>Positive Politeness</i>	<i>Negative Politeness</i>
Bald on Record	Avoid directness	3	1	14,2%	4,76%
Positive Politeness	Minimize the imposition	3	1	14,2%	4,76%
Negative Politeness	Use apologies	3	1	14,2%	4,76%
Off-record	Use respectful addressers	2	1	9.52%	4,76%
	Be pessimistic		1		4,76%
	Impersonalize speaker and hearer		1		4,76%
	Nominalize		1		4,76%
	Question and Hedges		1		4,76%
	State the FTAs as general rule		1		4,76%
	Use implicature		1		4,76%
Total		21		100%	

Discussion

In order to respond to the research questions and achieve the research aims and objectives of this study, the collected sample data will be analyzed. As for the data analysis of this sort, the following objectives shall be achieved: First, to understand the types of FTA observed during the fourth vice presidential debate in detail; second, to know the context and history of the particular FTA that took place during the particular debate; third, to prognosticate how the particular FTA might affect a candidate's probability of winning the election; and lastly, to define the findings with respect to the This research employed a robust analytical framework to provide conclusions which may significantly enhance knowledge in this area of instructional study.

The data will be split into two main areas: Positive face and Negative face. Each of them will be separated into four and ten sub-points.

Positive Politeness

Bald on Record

"The urgency of addressing the climate crisis and transitioning to green energy" (03:59)

In his vision and mission statement, Dr. H.C. Drs. H. Abdul Muhaimin Iskandar, the first vice presidential candidate, made a statement that qualifies as bald on record because it addresses a crucial subject head-on without offering any hedging or mitigation. Given the severity of the climate problem, immediate action is required, and the speaker's direct statement demonstrates a sense of moral obligation and responsibility.

The first vice president candidate's statement also can have a significant impact on the audience and the flow of the debate. The emotional appeal mentioned could encourage people to take some initiative. Considering this, such an approach may be viewed as manipulative or even persuasive. Thus, it can spark more arguments when people feel the necessity to take sides in front of the speaker's strong statement.

"The importance of community participation, sense of belonging, and incentivizing rural development" (55:28)

The first vice presidential candidate, Dr. H.C. Drs. H. Abdul Muhaimin Iskandar, made the same statement, which is included in Brown and Levinson's bald-on-record theory, as it emphasizes the importance of rural development and community involvement without any qualification or softening. The speaker emphasizes the significance of these elements as the foundations of sustainable development.

This statement also makes a great change to the audience and the debate at the same time. The statement affects people's feelings and the cause, but on the other hand, it can also be viewed as a kind of manipulation or persuasion. This develops an atmosphere of engagement that involves more and more people in the discussion, as the opposing side might feel the pressure to prove their stand against the direct statement made by the speaker.

"The need for a commitment to environmental justice, climate justice, intergenerational justice, agrarian justice, and social justice" (01:26:31)

Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., as the third vice presidential candidate, stated and asked for this statement, which stands for an unambiguous commitment to many different types of justice, making it bald on record. The speaker places a strong emphasis on the moral need to preserve these values for the benefit of society.

The third vice president candidate's statement further result in a major change on the audience and the debate itself. The statement's emotional attractiveness can succeed in moving adherents on the other hand it might be thought of as an advertisement or a thing of compulsive nature. This can yield a more intense discursive interaction, since opponents may experience the performer's directly stated views as a challenge to the very essence of their position.

Positive Politeness

"The successful program implemented by Governor Ganjar Pranowo in Central Java to empower farmers" (40:17)

Considering that Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., acknowledges Governor Ganjar's accomplishments and promotes a positive social identity first, this statement exemplifies positive politeness as the speaker respects and expresses gratitude for the governor's contributions by praising the program's success.

Further this statement has a positive impact in a debate by adjusting the speaker's credibility through influencing the audience and turn over the flow of the debate. His statement presents a positive example of the governor's leadership and the commitment to social benefits which can ensure the speaker's authority on the topic and boost their credibility among the audience.

“Developing creative economies can contribute to tourism and overall economic growth”
(01: 00: 16)

By emphasizing the possible advantages of creative economies and engaging with the interests and goals of the listener, this statement demonstrates positive politeness. In order to keep the audience in harmony and foster a good relationship, the speaker, who in this case is Dr. H.C. Drs. H. Abdul Muhaimin Iskandar, as the first vice president candidate, also highlights the benefits of economic progress.

The statement "Developing creative economies can contribute to tourism and overall economic growth" is one of the ways that the speaker's dilemma is alleviated by the enhancement of the speaker's credibility through the positive visualization technique, audience influence, and shift of the debate. The statement outlines a prosperous future and the possible benefits of a creative economy that can make the speaker an expert in the issue and increase their good reputation in the audience.

“Young Farmers and Smart Farming: Collaborating with young farmers, implementing smart farming techniques using IoT, and utilizing drones for pesticide spraying are crucial strategies to increase agricultural productivity” (01:41:13)

By recognizing the importance of young farmers and offering proactive answers to pressing agricultural issues, this remark employs the positive politeness theory. Through this statement, the speaker, Gibran Rakabuming Raka, B.Sc., as the second vice president candidate, hopes to support cooperation and the audience's positive social identity by emphasizing the value of innovation and teamwork.

The statement "Young Farmers and Smart Farming: The positive impact of restating an opponent's argument and transforming it within the debate is evident in statements like “Collaborating with young farmers, implementing smart farming techniques using IoT, and utilizing drones for pesticide spraying are crucial strategies to increase agricultural productivity” as it contributes to the improvement of the contrast of opinions, the speakers' credibility, as well as the reaction of the listeners. With reference to this statement, one can conclude that the speaker puts forward a positive outlook regarding the future of the agricultural industry as well as young farmers, which will put the speaker on a pedestal where they have a practical understanding of the topic and gain credibility within the hearts of the audience.

Negative Politeness

“The difficulties faced in rural areas and the need for solutions and enforcement of rules regulations.” (40:05)

As seen in the captured moment of Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., as the third vice president candidate, responding to his opponent's opinion with a comment as follows above, he used negative politeness by pointing out the difficulties that rural communities face without placing outright blame or judgment on them. Here, Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., also respects the audience's autonomy and stays clear of endangering their desire for a positive face by presenting the problem in terms of systemic challenges and the necessity for collective action.

In the debate, the statement of “The difficulties faced in rural areas and the need for solutions and enforcement of rules regulations” which has negative politeness

impact on the other party by minimizing face threats, triggering emotions, and shifting the focus of the debate. Thus, by framing the issue, the speaker does not offend or impose judgment on the audience, which helps to solve a global issue that affects everyone.

It can also lead to emotional responses like ASIA empathy and concern towards the problems of rural areas and attract people to share similar values and therefore, working together on the problem. It can also be useful in the debate itself as it helps to shift the focus from possible drawbacks to the potential solutions – thus creating a more cooperative environment.

“The implementation of agrarian reform has not been successful in achieving its objectives” (01:02:15)

The used statement indicates negative politeness as the question was meant to criticize the failure of agrarian reform by hinting at the problem through criticism without blaming directly. Instead of focusing on specific instances or person, the moderator presents the issue generally as an effort to lessen potential offenses and maintain a good environment amongst the candidates.

The remarked statement, “The implementation of agrarian reform has not been successful in achieving its objectives,” bears various politeness characteristics carrying negative politeness implications in a debate by eliciting emotions, changing the structure of the debate, and promoting positivity in a discussion. In this song, the speaker mentions the problem but without pointing a finger at someone as the offender, the speaker indirectly accepts the problem without passing judgment or condemnation.

The statement can produce feelings such as concern and disappointment for the failure of agrarian reform which builds a common concern for the lack of success in the reform and a unify concept of wanting to pursue change together for the country. This can tend to be positive in changing the general trend of the debate as both the pro side and the con side can work towards developing on the possible solutions.

“The dangers of deforestation and environmental damage are highlighted using the example of the yellow vest protests in France” (01:21:38)

The statement in question, announced by Gibran Rakabuming Raka, B.Sc., as the second vice president candidate, used negative politeness by highlighting the possible repercussions of deforestation without naming specific parties and also acknowledged the audience’s negative face demands and stayed away from aggressive language by framing the topic in terms of larger societal implications and external occurrences.

The statement “The dangers of deforestation and environmental damage are highlighted using the example of the yellow vest protests in France” has a negative politeness impact in a debate by making people emotional, changing the direction of the debate, and building a positive perception. This way, also the potential consequences of deforestation are explained but no certain political or other group is named, so no one is accused of something wrong.

It can help to deploy concern and alarm for the effects of deforestation and other environmental ills that help the clients to identify with shared values and the need to be in harmony to come up with a solution. This can often bring about a more productive attitude in the debate since both sides of the equation can focus their energy on enriching the potential solutions.

Off-record

Taken from CNN Indonesia (2024), there are listed some of the summarized examples from the fourth vice-president election debate 2024 live streamed YouTube video uploaded by the KOMPAS YouTube channel.

“Tobat Ekologis”

H.C., Dr. The mention of "Tobat Ekologis" by Drs. H. Abdul Muhaimin Iskandar may be interpreted as an attempt to appeal to moral and religious principles, suggesting comparisons to the ecological conversion theory made popular by Pope Francis. Some voters might find resonance in this connection, while others might see it as a needless distraction from more pressing policy concerns.

Ahmad Nashih Luthfi, an expert on agriculture, criticized Iskandar for using "Tobat Ekologis" as a gimmick. This critique might be interpreted as an implied admission that Iskandar's use of religious notions in the debate was not important or pertinent to the topic at issue. This criticism suggests that the audience and participants have a common understanding of when particular rhetorical devices are suitable.

“State of Global Islamic Economy” (SGIE)

It is possible to see Gibran's reference to SGIE to his opponent as a calculated attempt to discredit Iskandar by suggesting that he does not fully comprehend the workings of the world economy, especially in the context of Islam. Gibran raises an indirect challenge to Iskandar's ability and skill by purposefully citing foreign sources.

The mention of Wiastuti's study raises the possibility that Gibran's use of the SGIE term probably was a strategy to discredit Iskandar rather than an honest concern of economic policy. The use of this strategy in political discourse, where rhetorical objectives are typically achieved by the use of hints and indirect attacks is considered necessary for this topic.

Negative Politeness

Avoid Directness

“The difficulties in rural areas and the need for solutions and enforcement of rules and regulations” (40:05).

Captured moment of Prof. Dr. H. Mohammad Mahfud Mahmudin, S.H., S.U., M.I.P., as the third vice president candidate, responding to his opponent's opinion with a comment as follows above, this statement avert direct intimidation by putting up the blames at his opponent, and instead focusing more on general issues and needs.

Responding to Prof. Dr. H. Mohammad Mahfud Mahmudin, S.H., S.U., M.I.P., statement, Drs. H. Abdul Muhaimin Iskandar as his opponent can be seen more relaxed as the statement does not directly criticize nor imposing a threat on his positive face.

Minimize the Imposition

“The implementation of agrarian reform has not been successful in achieving its objectives” (01:02:15)

The question read by the moderator although sounded practically harsh by criticizing the failure of agrarian reform through indirectly hinting the problem, It was done without pointing at any instances or any of the three vice president candidates. In

this interval minute, the moderator has delivered the topic generally in order not to bring any unnecessary discomfort or offenses.

Answering to the question, Gibran Rakabuming Raka, B.Sc., can be seen a little appalled because of the mentioned failure that the moderator addressed beforehand. However he still managed to calmly answer with his ideas on the given problem as he does not felt threaten by the question as it was not directly criticize him.

Use Apologies

"I must apologize if this comes across as harsh, but the implementation of agrarian reform has not been successful in achieving its objectives" (01:02:15)

Taking the same moment and question as the previous point, the moderator was apologizing for any possible misunderstand and the potential harsh statement, she softened the tone of her question and in a way show respect for Gibran Rakabuming Raka, B.Sc., keeping any threats to his negative face.

Additionally, the choice of ways to addressing the question caused a significant impact especially for Gibran Rakabuming Raka, B.Sc., as the second vice president candidate to answer the question calmly and precisely which will be hard to achieved if the moderator were to directly criticize him by using harsh choice of words in delivering the question.

Use Respectful Addressers

"The successful program implemented by Governor Ganjar Pranowo in Central Java to empower farmers" (40:17)

In the captured moment here, Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., respectfully addresses his partner; Governor Ganjar Pranowo by acknowledging his achievements thoroughly before diving into his notion and arguments against the first vice president candidate; Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P.,.

The outcome of his respectful manner was loud cheer of appreciation which further lightens up Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., mood and give him all the much needed emotional supports to fight thorough this debate.

Be Pessimistic

"The negative impact of the food estate program on indigenous communities and the environment" (03:26)

The captured moment of the first vice president candidate Drs. H. Abdul Muhaimin Iskandar answered to the given question about his vision and mission which in this exact statement and minute can be seen as pessimistic because it mainly focused the consequences of the food estate program on the environment and local communities.

This statement got a loud cheer from the first vice president candidate's team as Drs. H. Abdul Muhaimin Iskandar has successfully addressed this statement which belonged to the second vice president candidate Gibran Rakabuming Raka, B.Sc., that concern lots of citizen while still maintaining respectful boundaries to not directly attacking his opponent's face.

Impersonalize Speaker and Hearer

"The importance of reducing reliance on fossil fuels and promoting green energy"
(20:49)

The statement given by the second vice president candidate Gibran Rakabuming Raka, B.Sc., to answer the moderator's question is categorized in the negative politeness strategy; impersonalize speaker and hearer in this exact minute, Gibran Rakabuming Raka, B.Sc., often used general addresser such as to avoid direct reference to his opponents.

By choosing general addresser instead of saying "I think we should reduce our reliance on fossil fuels and promoting green energy" which to many especially in a debate situation might sounded as personal opinion rather than framing the statement as general rule, this choice of words make the statement focused more on the issue itself.

Nominalize

"The difficulties faced in rural areas and the need for solutions and enforcement of rules and regulations" (40:05)

The captured moment of the third vice president candidate Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., questioned his opponent, Drs. H. Abdul Muhaimin Iskandar for his insight regarding the laws needed to make a solution to face difficulties faced in rural areas is noted in the normalize strategy because Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., changed from verb "face" into noun "difficulties"

Prof. Dr. H. Mohammad Mahfud Mahmodin, S.H., S.U., M.I.P., nominalize his statement is one of many ways one could try to show respect for the listener's negative face by carefully avoiding direct statements and sounding a bit friendly.

Question and Hedges

"The discrepancy in land ownership between small-scale farmers and large landowners"
(02:39)

The statement given by the first vice president candidate Drs. H. Abdul Muhaimin Iskandar is categorized as question and hedges negative politeness strategy as it use hedge "between" which demonstrate a range or a degree of difference rather than a direct expression such as versus, compared to, In contrast, and unlike.

Drs. H. Abdul Muhaimin Iskandar used the word "between" to soften the outcome and eliminate any possible change for a misunderstand to happen between the three vice president candidates as well as the audience present, and also to keep the respectful boundaries by avoiding to directly oppose of pointing on one of the three candidates.

State the Face-Threatening Acts (FTAs) as General Rule

"Challenges and importance of finding a balance between industrialization and environmental conservation" (21:23)

The statement posed by the second vice president candidate Gibran Rakabuming Raka; "Challenges and importance of finding a balance between industrialization and environmental conservation" is a form of a negative politeness strategy because it presents the issue of the necessity for a balance between industrialization and

environmental conservation as a universal law or common truth instead of a direct request or truthful statement.

Stating the FTA (Face Threatening Act) in the context of a general rule has the effect of the speaker conveying that the FTA is a rule for everyone or of a very common practice instead of a request or viewpoint of a person. This makes it a dispute-avoiding way for the unknowns of claim ownership of an opinion and to a lesser extent their uncertainties to their interlocutor.

Use Implicature

"The negative impact of the food estate program on indigenous communities and the environment" (03:26)

This captured moment of Drs. H. Abdul Muhaimin Iskandar stating the statement "The negative impact of the food estate program on indigenous communities and the environment" is included in negative politeness of using implicature because it suggests that the food estate program has a negative impact without directly saying it.

This is a metaphor for not just taking the edge of a conversation that is usually happening in negative politeness, but giving a speaker a favorable response without the listener being overpowering. When oneself use the phrase "negative impact", as a speaker, it can be understood that this food estate program brings a negative feeling or causes damage even though they don't use these words directly. This method allows the speaker to express the thought without directly blaming the program for its being harmful, which might be considered as being rude or confrontational. Implicature in this statement plays a role in allowing social harmony to persist, through methods such as indirect confrontation and less demanding messages from the speaker, too

Conclusion

This research seeks to determine the positive and negative politeness strategies the candidates embark on while keeping face threats, reconstructing social identity and addressing the audience. The politeness strategies used by all candidates appeared to be positive politeness, negative politeness, and off record strategies. The positive politeness strategies used in this study were bald on record, positive visualization, and stroke the shared values such as cooperation. For example, Dr. Abdul Muhaimin Iskandar employed bald on record strategy that means the method of speaking directly about important messages, conflicts, and disruption of the positive debate flow.

Negative politeness strategies concerned with not imposing and preserving the politeness, and minimizing threat to the desired group image. Thus, the third vice-presidential candidate's call for justice constituted reduced face threats and reformation of conversation despite negatively receiving it. Off-record strategies employed referential words and implicated ideology to suggest indirectly and to scold without arousing the person's anger. These strategies were fundamental in setting the agenda, managing the flow and content of communication within the audience and eradicating their negative social identity.

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