

## ABSTRACT

Javanese language has level of language which is known as Javanese linguistic etiquette: *Ngoko*, *Madya*, and *Krama*. It is proposed that Javanese people have ability in adjusting level of language toward status, familiarity, and age grading. Consequently, they avoid face threatening acts in communication. This study is focused on directive speech acts towards the second semester of Javanese students in English Department, Airlangga University (academic year 2008). It is considered that they brought patterns of thinking, feeling, and acting which were learned throughout their lifetime. Hence, Javanese students may not know the idiomatic expressions or cultural norms in English or they may transfer their Javanese rules and conventions into English, assuming that such rules are universal. Thus, though there is no language level in English but the Javanese linguistic etiquette has impact towards them when they are speaking English. This study uses qualitative approach; since it is considered that this study concerns with pragmatic knowledge which is highly sensitive to social and cultural features of context. The conclusion of this study is that the Javanese linguistic etiquette and characteristics of directive speech acts may play role the Javanese students when they are speaking English.

*Keywords: politeness strategies, speech acts, Javanese linguistic etiquette, speech act categories.*