

ABSTRACT

Hidayati, Nurul. *Politeness in Mixed-Sex Conversation by the Members of SKI and UKMKI Airlangga University as the Practice of Ideology.* A thesis submitted as partial fulfillment of the requirement for the sarjana degree of English Department, Faculty of Letters, Airlangga University.

This paper describes politeness strategies concerned in mixed-sex conversation which are applied in SKI and UKMKI meetings and defines the underlying ideology behind the notion of politeness. Using the recording of the meeting held by SKI and UKMKI, the paper employs Brown and Levinson' politeness theory to classify the utterance produced by the participants in order to generate interpretation about power and the notion of 'face' between men and women. The study also applies the theory about discourse and ideology to see the politeness strategies in mixed-sex conversation as the practice of ideology in SKI and UKMKI. Analysis and discussion of this study point two key findings. First, male participants in the meetings prefer to use Negative Politeness and female participants prefer to use Positive Politeness. Politeness strategies happened in SKI and UKMKI meeting show the submissiveness of women. The second findings relates to the Islamic values which are declared by these organizations. The general interpretation of politeness strategies and supported by the setting of the meeting, the participants' body gesture, and the language reflect the underlying ideology that is closely related with Islamic values. It can be said that politeness strategies shown in the meeting serve as a medium to doing the organization's ideology.

Keywords: Politeness strategies, face, ideology, Islamic values, mixed-sex conversation