



Navigating Public on the Rails: Politeness Strategies and Speech Acts in Indonesian Train Announcements

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ARTICLE HISTORY

Received : 2024-12-08

Revised : 2024-01-26

Accepted : 2025-02-01

KEYWORDS

*Politeness
Pragmatics
Public communication
Speech acts
Train announcements*



ABSTRACT

This study explores a crucial gap in the pragmatics of public communication by examining speech acts and politeness strategies in Indonesian train announcements. Using a qualitative descriptive approach rooted in pragmatics, data were collected through recordings and note-taking of both manual and automated announcements from long-distance (KAJJ) and commuter (KRL) trains. The analysis followed a four-stage framework: domain analysis identified operational contexts, taxonomic analysis categorized speech acts and politeness strategies, componential analysis examined patterns and variations, and cultural theme analysis connected linguistic features to broader cultural norms. Key findings revealed that KAJJ announcements prioritize directive speech acts framed by negative politeness and bald-on-record strategies to ensure clarity and passenger compliance. Conversely, KRL announcements blend assertive, expressive, and directive acts supported by positive politeness to foster inclusivity and encourage cooperation. Both services employ boosters to emphasize urgency, while the absence of hedges ensures directness. These findings underline how operational priorities shape linguistic choices, aligning communication strategies with passenger needs and cultural expectations. The study not only advances methodological rigor in analyzing public announcements but also provides practical recommendations for designing effective, culturally sensitive communication systems. These insights contribute to enhancing public transportation services and have broader implications for improving communication frameworks in high-stakes contexts worldwide.

1. Introduction

Public communication is integral to modern transportation systems, shaping passenger experiences and ensuring their safety and satisfaction. Among various forms of public communication, announcements play a pivotal role in guiding passengers through potential hazards, delays, and service changes. Effective announcements reduce confusion and anxiety, creating a seamless travel experience. Numerous studies emphasize that passengers are more likely to comply with instructions when announcements are delivered with clarity, calmness, and authority (Kim & Lee, 2022; Lee et al., 2018; Yamauchi et al., 2017). Additionally, language marked by politeness and respect fosters a positive atmosphere, bolsters public relations, and enhances the perceived reliability of the service provider (Theunissen, 2019).

Understanding the nuances of language in announcements requires a linguistic lens that considers both content and context. Pragmatics, the study of language use in context, provides a robust framework to analyze how meaning is constructed and interpreted in public announcements (Austin, 1962; Huang, 2014; Levinson, 1983; Yule, 1996). At the heart of pragmatics are speech acts, which convey purposes like providing information, making requests, or offering apologies. Politeness strategies also play a key role in managing relationships between speakers and listeners. These linguistic tools shape how passengers perceive announcements and respond to them. Studies indicate that polite language in announcements enhances compliance and mitigates negative emotions, while aggressive or impolite language can escalate frustration and resistance (Theunissen, 2019).

Among public announcements, train announcements hold particular importance due to their role in delivering critical travel information, such as departure times, station stops, and safety procedures (Kinoshita et al., 2021; Yamauchi et al., 2017). Such announcements are pivotal in helping passengers plan their journeys, avoid confusion, and prevent accidents. Analyzing the pragmatic elements of train announcements can illuminate the social and communicative strategies employed to balance clarity, politeness, and urgency. This understanding aids in crafting announcements that effectively convey information while maintaining positive relationships between passengers and staff. The context in which announcements are delivered profoundly influences their linguistic features. Factors such as the type of train service, cultural background of passengers, urgency of the message, and situational specifics shape the language and delivery of announcements. For instance, announcements on long-distance trains may prioritize detailed and formal language, whereas commuter train announcements may emphasize brevity and clarity due to frequent stops. Cultural sensitivity is also essential, as announcements tailored to passengers' cultural expectations enhance satisfaction and reduce misunderstandings. Researchers argue that guidelines for effective train announcements must address these contextual variations to optimize communication outcomes.

In Indonesia, train announcements have significant cultural and operational implications. With Kereta Api Indonesia (KAI) reporting a substantial increase in recovered lost items in 2024, valued at IDR 11.4 billion compared to IDR 6.6 billion in the previous year (ANTARA, 2024), the importance of precise and timely announcements becomes evident. Beyond their operational function, these announcements are opportunities to remind passengers to secure their belongings, fostering accountability and reducing preventable issues. From a linguistic perspective, such reminders can be enhanced by leveraging speech acts and politeness strategies to maximize effectiveness and passenger engagement.

Despite the critical role of public announcements, research in this domain, particularly from a pragmatic perspective, remains limited. Recent studies have predominantly focused on announcements in health and emergency contexts, such as those during the COVID-19 pandemic, emphasizing expressive speech acts and implicatures (Marbun et al., 2021; Ogiermann & Bella, 2021). Other studies have explored public service announcements (Hochberg, 2017; Johansson, 2017; Liubava, 2022), political discourse (Kádár & Zhang, 2019; Liu & Shi, 2019), and radiotelephony communications (Ishihara & Lee, 2021). While these studies contribute to understanding public communication, research combining speech acts and politeness strategies in train announcements remains scarce, highlighting a significant gap.

This study addresses the niche of train announcements in Indonesia by examining their pragmatic features through the dual lens of speech acts and politeness strategies. The novelty lies in its focus on how linguistic strategies are tailored to the specific contexts of long-distance and commuter train services. By integrating speech act theory and politeness frameworks, this research aims to bridge the existing gap and provide insights into the unique communicative demands of train announcements. The study's primary objectives are to analyze how contextual factors influence the choice of pragmatic features in train announcements and to identify the patterns of speech acts and politeness strategies employed in these communications. By achieving these aims, the research seeks to contribute to the broader understanding of public communication in transportation and offer practical recommendations for enhancing the effectiveness of announcements.

The structure of the study unfolds systematically. The introduction establishes the background, gaps, and objectives. The subsequent sections review relevant literature, outline the methodology, and present the findings through detailed analysis. The discussion integrates the results with existing theories and explores their implications for public communication. The conclusion synthesizes key insights and underscores the study's contributions to linguistic research and practical applications. Ultimately, this research aims to inform the development of communication strategies that enhance passenger experience and operational efficiency, demonstrating the interplay between language, culture, and public service.

2. Literature Review

2.1 Speech acts

The foundational concept of speech acts was first articulated by Austin (1962), who emphasized that utterances are not merely linguistic expressions but actions with specific intentions. This idea revolutionized the understanding of language by suggesting that speaking involves "doing something." Speech acts are functional, influencing the actions and thoughts of individuals. When an individual utters a statement, it is inherently tied to an intention that can prompt corresponding reactions, encapsulating the notion of a "speech act."

Austin's initial framework, while insightful, was expanded by Searle (2011) to classify speech acts into three core components: locutionary, illocutionary, and perlocutionary acts. A locutionary act involves stating something, often referred to as the act of saying. The illocutionary act encompasses performing an intended function, such as informing or commanding, known as the act of doing. The perlocutionary act extends to the consequences or effects on the listener, representing the act of affecting.

Further refining these ideas, Searle's (2011) taxonomy categorizes illocutionary acts into five types: assertive, directive, commissive, expressive, and declarative. Assertive acts convey beliefs or assertions, often marked by verbs like "state" or "propose." Directive acts seek to influence the listener's actions, including requests or commands. Commissive acts bind the speaker to future actions, such as promises or refusals. Expressive acts articulate emotions or psychological states, exemplified by apologies or congratulations. Finally, declarative acts bring about a change in reality, such as decrees or approvals. These categories underscore the diverse ways in which speech acts manifest across communication contexts.

2.2 Politeness

The delivery of speech acts is profoundly shaped by the context and the need for maintaining interpersonal relationships. Politeness, a central concern in pragmatics, addresses how language is used to navigate social harmony and mitigate potential conflicts. Politeness theories are built on various perspectives, including the social norms model, conversational maxims (Leech, 1983, 2003), face negotiation theory (Brown & Levinson, 1987), and the conversational contract model (Fraser, 1990). Among these, the face-saving model proposed by Brown and Levinson remains the most comprehensive and widely applied (Huang, 2014).

Central to Brown and Levinson's theory is the concept of "face," as introduced by Goffman (1967), which refers to an individual's public self-image. Face comprises two components: positive face, the desire to be liked and appreciated, and negative face, the need for autonomy and freedom from imposition. Speech acts, particularly those involving requests, criticisms, or commands, can threaten either aspect of face, thus becoming face-threatening acts (FTAs).

To mitigate FTAs, Brown and Levinson outline four primary politeness strategies. Bald on record politeness is direct and unambiguous, often used in high-stakes or close-relationship contexts. Positive politeness emphasizes solidarity and respect for the listener's self-image, fostering a sense of camaraderie. Negative politeness seeks to respect the listener's autonomy, often employing indirectness or hedging to soften requests. Off-record politeness relies on indirect expressions, such as metaphors or hints, to minimize the risk of confrontation. These strategies illustrate the interplay between clarity, efficiency, and relational sensitivity in communication.

2.3 Research Gaps, Novelty and Implication of the Study

Despite the robust frameworks of speech acts and politeness strategies, their combined application in specific domains, such as train announcements, remains underexplored. Existing research often focuses on broader contexts, including public service

announcements (Hochberg, 2017; Johansson, 2017; Liubava, 2022), health communication (Sultan et al., 2023), and political discourse (Kádár & Zhang, 2019; Liu & Shi, 2019). While these studies provide valuable insights into the pragmatic dimensions of language, they rarely address the unique challenges of transportation communication, such as balancing clarity with cultural sensitivity.

Additionally, much of the research on politeness strategies emphasizes interpersonal or dialogic settings rather than monologic public communication like announcements. Few studies investigate how cultural norms and urgency influence the delivery of public information. In Indonesia, where politeness is deeply embedded in communication, train announcements present an opportunity to analyze how speech acts and politeness strategies are adapted to meet cultural and operational needs. This study fills a critical gap by examining these linguistic strategies within the context of Indonesian train announcements.

The integration of speech acts and politeness strategies in public communication offers significant implications for improving the effectiveness of announcements. By analyzing how language conveys urgency while maintaining respect, this study contributes to both theoretical and practical advancements. The findings can inform the design of culturally sensitive and linguistically effective communication frameworks, enhancing passenger experience and operational efficiency. Moreover, this research underscores the importance of pragmatics in understanding and optimizing public communication, paving the way for further studies in diverse transportation contexts.

3. Method

This study employs a qualitative descriptive research design, guided by a pragmatics approach to analyze speech acts and politeness strategies. The theoretical framework integrates speech act theory (Searle, 2011) and politeness theory (Brown & Levinson, 1987), with additional focus on linguistic elements such as boosters and hedges to explore their role in enhancing politeness. The study aims to provide a comprehensive analysis of the language used in train announcements, focusing on both long-distance trains (Kereta Api Jarak Jauh, KAJJ) and commuter trains (Kereta Rel Listrik, KRL).

3.1 Data Collection

The data for this research consists of utterances from train announcements collected using a combination of recording and note-taking techniques. Announcements were sampled from two distinct types of train services: long-distance trains (KAJJ) and commuter line trains (KRL). These data sources were selected to capture the linguistic and contextual variations in public announcements, as they are designed to cater to different passenger demographics

and operational needs. Both manual and automated announcements from KAJJ, as well as departure, next station, and disembarking announcements from KRL, were included. This approach ensures a diverse dataset that reflects the pragmatic and politeness strategies used in various communicative contexts.

In this study, the term “announcement” encompasses not only informational speech acts but also the speech act of reminding, as train announcements frequently serve dual purposes of informing passengers and prompting action. To ensure reliability, all recordings were transcribed verbatim and cross-referenced with observational notes to capture contextual nuances.

3.2 Data Analysis

The data were analyzed systematically using a four-stage content analysis framework comprising domain, taxonomy, componential, and cultural theme analysis (Santosa, 2021). This structured approach was designed to provide both depth and breadth in understanding the patterns and functions of speech acts and politeness strategies in train announcements.

- a) Domain Analysis: The first stage involved contextual examination, categorizing the data into two primary domains: long-distance trains (KAJJ) and commuter line trains (KRL). Within these domains, subdomains were identified, such as manual versus automated announcements for KAJJ, and specific categories of announcements (departure, next station, disembarking) for KRL. This stage aimed to delineate the operational contexts influencing language use.
- b) Taxonomic Analysis: This stage focused on categorizing and mapping the speech acts and politeness strategies present in the data. The analysis was conducted within the frameworks of speech acts (assertive, directive, commissive, expressive, declarative) and politeness strategies (positive, negative, bald-on-record, off-record). Additionally, the use of linguistic devices such as boosters and hedges was examined to understand their pragmatic functions.

c) Componential Analysis: In this stage, domain variables were cross-referenced with taxonomic variables to identify patterns and variations in the use of speech acts and politeness strategies. For example, the analysis explored how directive speech acts were framed differently in manual versus automated announcements, or how politeness strategies varied based on the urgency of the message.

d) Cultural Theme Analysis: The final stage synthesized the findings to connect the linguistic patterns with broader cultural and practical implications. This analysis highlighted the role of specific linguistic elements in aligning announcements with the cultural norms of politeness and the operational requirements of train services. For instance, the use of negative politeness strategies in KRL announcements reflects efforts to balance passenger autonomy with safety compliance.

This method section emphasizes transparency and replicability, detailing both the data collection and analysis processes. The selection of diverse data sources ensures representativeness, while the structured analytical framework provides a robust foundation for exploring the interplay between speech acts, politeness strategies, and cultural contexts. The findings are expected to contribute valuable insights into the design of effective and culturally sensitive public communication, particularly in transportation contexts.

4. Results

This study focuses on analyzing how contextual differences between long-distance (KAJJ) and commuter (KRL) train services influence the linguistic choices in announcements, specifically examining the interplay of speech acts and politeness strategies. The results reveal significant distinctions in how these strategies are employed to meet the operational and communicative needs of each service type. Below is a structured presentation of the findings, accompanied by an enhanced table design suitable for scientific publication.

Table 4.1. Types of announcements in the railway context

No	Type of Train	Type of Announcements
1	Long-distance Train (KAJJ)	Manual announcements
		Automatic announcements
2	Commuter Line (KRL)	Departure Announcements
		Next Station Announcements
		Disembarking Announcements

4.1 Types of Announcements

The analysis identified two primary delivery methods for announcements in long-distance trains (KAJJ): manual announcements made by announcers and automated announcements generated through pre-recorded systems. On the other hand, commuter trains (KRL) employ manual announcements categorized into three types: departure, next station, and disembarking announcements. This categorization reflects the frequent stops and short travel distances characteristic of commuter services. The differences in delivery methods and categorization underline the varying functional requirements of the two train systems.

a) Long-Distance Train Announcements (KAJJ)

Manual Announcements: These predominantly use assertive and directive speech acts. Assertive acts often convey scheduled arrival times and other factual information, supported by positive politeness to foster a courteous tone. Directive acts are employed to provide reminders and safety instructions, using a mix of negative politeness and bald-on-record strategies to balance authority with passenger comfort.

Automated Announcements: Automated messages rely heavily on directive speech acts, emphasizing safety and operational instructions. The use of negative politeness strategies is prominent, ensuring that instructions are clear while maintaining a respectful tone. Bald-on-record directives are reserved for urgent safety messages, enhancing clarity and compliance.

b) Commuter Train Announcements (KRL)

Departure Announcements: These combine assertive and expressive speech acts. Assertive acts provide route and schedule information, typically delivered using bald-on-record politeness for clarity. Expressive acts, such as greetings and

gratitude, employ positive politeness to establish a welcoming atmosphere.

Next Station Announcements: Assertive and expressive acts dominate this category. Expressive acts use positive politeness to create a friendly tone, while assertive acts alternate between positive politeness for general updates and bald-on-record strategies for urgent directives.

Disembarking Announcements: These focus on directive speech acts to prompt passengers to prepare for exit and ensure safety. The use of negative politeness mitigates the imposition of requests, while bald-on-record strategies are applied for critical safety instructions to avoid ambiguity.

The linguistic strategies observed in the two train services reflect their operational priorities and passenger needs. Long-distance trains prioritize detailed information and respectful reminders to enhance passenger experience over extended journeys. Automated systems emphasize clarity and urgency, leveraging directive acts to reinforce safety compliance. Conversely, commuter trains, with their frequent stops and diverse passenger turnover, use a broader range of speech acts to balance efficiency and engagement. The frequent use of expressive acts in commuter services demonstrates an emphasis on fostering positive interactions and accommodating the dynamic nature of short-distance travel.

These findings underscore the adaptability of linguistic strategies to the specific contexts of train announcements, providing valuable insights into how language can be optimized to serve public communication effectively. By tailoring speech acts and politeness strategies to their operational and cultural contexts, train services enhance both passenger satisfaction and operational efficiency. For purposes of clarity, the findings regarding the patterns of use of speech types and politeness in long-distance train and KRL announcements are presented in the [table 4.2](#).

Table 4.2. Distribution of Speech Acts and Politeness Strategies in KAJJ and KRL Announcements

No.	Train Type	Announcement Type	Speech Act	Frequency (Σ)	Politeness Strategy	Frequency (Σ)
1	Long-Distance Train (KAJJ)	Manual Announcements	Assertive	2	Positive	2
			Directive	2	Negative	1
			Expressive	1	Bald on record	1
	Automatic Announcements		Assertive	1	Bald on record	1
			Directive	4	Positive	1
			Expressive	1	Negative	3

No.	Train Type	Announcement Type	Speech Act	Frequency (Σ)	Politeness Strategy	Frequency (Σ)
2	Commuter Line (KRL)	Departure Announcements	Assertive	1	Bald on record	1
			Expressive	2	Positive	2
		Next Station Announcements	Expressive	1	Positive	1
			Assertive	2	Positive Negative	1
			Directive	1	Bald on record	1
			Assertive	1	Positive	1
			Directive	2	Negative Bald on record	1
		Disembarking Announcements				

The [table 4.2](#) illustrates the adaptability of linguistic strategies to the distinct operational and cultural contexts of train announcements. These strategies illustrate how language is optimized for effective public communication, ensuring that speech acts and politeness strategies align with the communicative goals of the respective train services. Tailoring linguistic choices enhances passenger satisfaction and operational efficiency, as demonstrated in the patterns outlined below.

Long-Distance Train Announcements (KAJJ):

Manual announcements on KAJJ employ a balanced mix of assertive, directive, and expressive speech acts. Assertive speech acts are used to deliver factual information, often framed with positive politeness to establish a courteous tone. Directive speech acts, critical for safety and operational compliance, alternate between negative politeness to respect passenger autonomy and bald-on-record strategies for unambiguous instructions. Expressive acts, such as thanking passengers, utilize bald-on-record politeness to conclude announcements effectively and foster goodwill. Automatic announcements, in contrast, display a higher frequency of directive speech acts. These directives are predominantly framed with negative politeness to mitigate imposition, especially in safety-critical contexts. Occasionally, bald-on-record directives are used to emphasize urgency, ensuring clarity and immediate compliance. The automated nature of these announcements prioritizes consistency and precision, reflecting their functional role in operational management.

Commuter Line Announcements (KRL): The linguistic patterns in KRL announcements exhibit greater variability due to the dynamic nature of commuter services. Departure announcements integrate assertive and expressive speech acts. Assertive acts, delivered with bald-on-record politeness, focus on providing route and schedule details. Expressive acts, such as greetings and expressions of gratitude, leverage positive politeness to create a welcoming and friendly atmosphere.

Next station announcements employ a combination of assertive, expressive, and directive speech acts. Positive politeness strategies dominate expressive acts, fostering a collaborative and inclusive tone. Assertive acts shift between positive and bald-on-record politeness, depending on the urgency of the information. Directives are framed with negative politeness to encourage compliance without causing discomfort.

Disembarking announcements prioritize directive speech acts to ensure passenger readiness and safety during exit procedures. Negative politeness strategies are used to soften requests, while bald-on-record directives are employed for critical safety messages. The use of boosters, such as “awas hati-hati” (“be careful”), amplifies the urgency of safety instructions, ensuring passengers’ attention and compliance. Insights from [Table 2](#) reveals these speech acts and politeness strategies overview:

Long-Distance Trains (KAJJ):

- Manual announcements display a balance of assertive, directive, and expressive acts, emphasizing respect and clarity through positive and negative politeness strategies.
- Automatic announcements heavily utilize directives, supported by negative politeness to convey urgency and bald-on-record strategies for safety-critical messages.

Commuter Line Trains (KRL):

- Departure announcements focus on creating a welcoming atmosphere with assertive and expressive acts framed by positive politeness.
- Next station announcements balance clarity and engagement with assertive, expressive, and directive acts employing varied politeness strategies.
- Disembarking announcements emphasize safety and readiness through directives, using boosters to reinforce urgency and compliance.

These patterns underscore the functional and contextual tailoring of linguistic strategies to meet the distinct needs of long-distance and commuter train services. The strategic use of politeness ensures clarity while maintaining respect and fostering passenger cooperation. Moreover, the linguistic adaptations observed in KAJJ and KRL announcements highlight the critical role of pragmatics in public communication. By aligning speech acts and politeness strategies with the operational and cultural context, train services not only enhance passenger experience but also ensure effective dissemination of essential information. The findings contribute to a deeper understanding of how language functions in public transportation and offer practical insights for designing efficient and culturally sensitive communication systems. This analysis provides a foundation for further research into linguistic strategies in diverse public service contexts.

4.2 Announcements on Long-distance Train (KAJJ)

Table 3. Distribution of Speech Acts and Politeness Strategies in Long-Distance Train (KAJJ) Announcements

Train Type	Announcement Type	Speech Act	Frequency (Σ)	Politeness Strategy	Frequency (Σ)
Long-Distance Train (KAJJ)	Manual Announcements	Assertive	2	Positive	1
		Directive	2	Bald on record	1
		Directive	2	Negative	1
		Expressive	1	Bald on record	1
	Automatic Announcements	Assertive	1	Positive	1
		Directive	4	Positive	1
		Directive	4	Negative	3
		Expressive	1	Bald on record	1
		Expressive	1	Positive	1

The table 3 demonstrate how KAJJ announcements strategically integrate speech acts and politeness to cater to diverse passenger needs. Manual announcements prioritize engagement through varied politeness strategies, creating a direct connection between announcers and passengers. Automatic announcements emphasize consistency and safety, leveraging structured directives and assertives to ensure clarity.

The adaptability of linguistic strategies to align with operational priorities underscores the role of pragmatics in public communication. Tailored speech acts and politeness strategies enhance both passenger experience and compliance, contributing to overall service efficiency. These insights highlight the potential for refining public communication systems, ensuring they are not only functional but also culturally resonant and passenger-focused. These data illustrate the strategies:

a The findings reveal the adaptability of linguistic strategies to the distinct operational and cultural contexts of train announcements. These strategies illustrate how language is optimized for effective public communication, ensuring that speech acts and politeness strategies align with the communicative goals of the respective train services. Tailoring linguistic choices enhances passenger satisfaction and operational efficiency, as demonstrated in the patterns outlined below.

Long-Distance Train Announcements (KAJJ): KAJJ announcements are divided into manual and automatic categories, each with unique linguistic features. Manual announcements employ assertive, directive, and expressive speech acts to balance information dissemination with passenger engagement. Table 3 below presents an overview of the distribution of speech acts and politeness strategies in KAJJ announcements

Manual Announcements

Assertive Speech Acts: Manual announcements typically begin with assertive speech acts using positive politeness. For instance:

- *Datum 1: "Selamat pagi, kereta akan tiba di Stasiun Kebumen" ("Good morning, the train will arrive at Kebumen Station").* This establishes a courteous tone, fostering rapport and inclusion while providing essential information. The friendly opening not only sets a welcoming atmosphere but also enhances passengers' attention.

Directive Speech Acts: These announcements emphasize reminders and safety through both negative politeness and bald-on-record strategies:

- *Datum 2: "Bagi Anda yang akan mengakhiri perjalanan di Stasiun Kebumen, periksa dan teliti kembali barang bawaan Anda" ("For those ending their journey at Kebumen Station, check your belongings carefully").*

- *Datum 3: "Jangan sampai ada yang tertinggal atau tertukar"* ("Don't let anything get left behind or mixed up"). Negative politeness (Datum 2) softens the reminder by offering a respectful tone, while bald-on-record (Datum 3) ensures clarity and urgency by eliminating unnecessary modifiers. The combination of these strategies highlights the importance of balancing politeness with the need for compliance in passenger behavior.

Expressive Speech Acts: Concluding manual announcements, expressive acts like:

- *Datum 5: "Terima kasih"* ("Thank you") employ positive politeness to express gratitude. This enhances goodwill and reinforces a positive relationship with passengers. Gratitude functions as a closing remark that fosters appreciation and mutual respect, ensuring passengers feel valued.

Automatic Announcements

Assertive Speech Acts: Similar to manual announcements, assertive acts in automatic announcements use positive politeness:

- *Datum 6: "Pelanggan yang kami hormati, sesaat lagi kita akan tiba di Stasiun Yogyakarta"* ("Dear passengers, we will soon arrive at Yogyakarta Station"). This fosters a friendly atmosphere despite automation. The use of respectful terms like "Pelanggan yang kami hormati" ("Dear passengers") bridges the impersonal nature of automation with a humanized tone, maintaining rapport with passengers.

Directive Speech Acts: Automatic announcements feature a high frequency of directives, reflecting their functional role in safety and compliance:

- *Datum 7: "Bagi Anda yang akan mengakhiri perjalanan di Stasiun Yogyakarta, kami persilakan untuk mempersiapkan diri"* ("For those ending your journey at Yogyakarta Station, please prepare yourself").
- *Datum 8: "Periksa dan teliti kembali barang bawaan Anda"* ("Check and carefully review your belongings").
- *Datum 9: "Jangan sampai ada yang tertinggal atau tertukar"* ("Don't leave anything behind or mixed up").
- *Datum 10: "Untuk keselamatan Anda, tetaplah berada di tempat duduk sampai kereta berhenti dengan sempurna"* ("For your safety, stay in your seat until the train stops completely"). The progression from Datums 7-9, employing negative politeness to soften reminders, to Datum 10, using bald-on-record politeness, underscores an escalating urgency. By incorporating multiple layers of

politeness strategies, the announcements ensure that essential safety instructions are conveyed clearly and effectively while maintaining a considerate tone, preventing passengers from feeling disregarded or uncomfortable.

Expressive Speech Acts: Automated announcements conclude with expressive acts:

- *Datum 11: "Terima kasih atas kepercayaan Anda menggunakan jasa layanan Kereta Api Indonesia. Sampai jumpa pada perjalanan berikutnya"* ("Thank you for trusting Indonesian Railway services. See you on your next trip"). This employs positive politeness strategies to sustain a sense of warmth and encourage cooperative behavior, even in situations where interactions are automated. The final remarks in these contexts play a crucial role in enhancing passenger loyalty by creating a lasting positive impression, compensating for the absence of direct human interaction.

In the case of Commuter Line Train (KRL) announcements, these messages are categorized into three distinct types based on their content: departure announcements, next station updates, and disembarking instructions. Table 4 provides a detailed summary of the speech acts and the politeness strategies employed within these announcements to ensure effective and courteous communication.

4.3 Announcements on Commuter Line (KRL)

The findings highlight the remarkable adaptability of linguistic strategies in responding to the unique operational and cultural contexts of train announcements. These strategies demonstrate how language is purposefully tailored to optimize public communication, ensuring that the use of speech acts and politeness strategies effectively aligns with the communicative goals of different train services. By customizing linguistic choices, the announcements not only enhance passenger satisfaction but also contribute to operational efficiency, as evidenced by the patterns and practices identified in the study.

Commuter Line Train Announcements (KRL): Specifically, announcements made on Commuter Line trains (KRL) are classified into three distinct categories based on their content: departure announcements, next station updates, and disembarking instructions. Each category reflects a careful application of speech acts and politeness strategies, aimed at meeting the specific needs of passengers while maintaining clarity and professionalism. Table 4 provides a detailed summary of these linguistic features, illustrating how they are systematically employed across the different types of announcements.

Table 4. Distribution of Speech Acts and Politeness Strategies in Commuter Line (KRL) Announcements

Train Type	Announcement Type	Speech Act	Frequency (Σ)	Politeness Strategy	Frequency (Σ)
Commuter Line (KRL)	Departure Announcements	Assertive	1	Bald on record	1
		Expressive	2	Positive	2
	Next Station Announcements	Expressive	1	Positive	1
		Assertive	2	Positive	1
		Directive	1	Bald on record	1
		Assertive	1	Negative	1
		Directive	2	Positive	1
				Negative	1
				Bald on record	1

KRL announcements reflect a nuanced application of speech acts and politeness strategies, tailored to the diverse needs of commuter passengers. Departure announcements establish a foundation of trust and comfort, next station announcements balance detailed information with effective guidance, and disembarking announcements emphasize safety through direct and urgent language. These findings underscore the importance of aligning public communication with passenger expectations and operational demands, demonstrating how tailored linguistic strategies can enhance clarity, engagement, and safety in high-frequency commuter contexts. The data explained in details below:

Departure Announcements

Departure announcements are essential for orienting passengers and creating a welcoming environment. The assertive speech act is direct and clear, delivered with bald-on-record politeness to ensure comprehension:

- *Datum 12: "Kami informasikan kepada para pelanggan, saat ini Anda berada di Commuter Line dengan tujuan akhir Stasiun Yogyakarta"* ("We inform customers, you are currently on the Commuter Line with the final destination being Yogyakarta Station"). This statement ensures passengers, particularly new or hurried commuters, understand the critical route details without ambiguity.

Following this, expressive speech acts employ positive politeness to establish rapport and express gratitude:

- *Datum 13: "Kami mengucapkan terima kasih atas kepercayaan Anda telah menggunakan jasa layanan KAI Commuter"* ("We thank you for your trust in using KAI Commuter services").
- *Datum 14: "Selamat menikmati perjalanan Anda"* ("Enjoy your trip"). These statements reinforce a friendly relationship, fostering passenger satisfaction and loyalty. By acknowledging the passengers'

choice, these announcements contribute to a positive perception of the service.

Next Station Announcements

Next station announcements are multifunctional, delivering route information, guiding passenger movement, and ensuring compliance. They begin with expressive speech acts to create a warm and inclusive atmosphere:

- *Datum 15: "Selamat sore. Selamat datang di KAI Commuter"* ("Good afternoon. Welcome to KAI Commuter"). This opening reduces stress, particularly for new or anxious passengers, by acknowledging their presence and creating a sense of inclusion.

Assertive speech acts follow, providing detailed route updates with varied politeness strategies:

- *Datum 16: "Pelanggan yang terhormat, kami informasikan saat ini Anda berada di Commuter Line dengan tujuan Stasiun Palur"* ("Dear customers, we would like to inform you that you are currently on the Commuter Line headed to Palur Station").
- *Datum 17: "Dan kami menginformasikan kepada pelanggan yang akan mengakhiri perjalanan di Stasiun Delanggu, dimohon berguser ke empat kereta depan"* ("And we inform customers who will end their journey at Delanggu Station, please shift to the next four trains").

Directive speech acts provide instructions framed with negative politeness to maintain a respectful tone while emphasizing the importance of compliance:

- *Datum 18: "Dikarenakan empat kereta belakang tidak mendapatkan peron"* ("Because the four rear trains didn't get to the platform"). The assertive-directive-assertive sequence gradually escalates urgency, with politeness strategies shifting from positive to bald-on-record to ensure clarity and cooperation.

Disembarking Announcements

Disembarking announcements prioritize safety and readiness, using a structured politeness pattern to guide passengers. The announcements open with an assertive speech act employing positive politeness:

- *Datum 19: "Pelanggan yang terhormat, sesaat lagi kereta akan tiba di Stasiun Ceper" ("Dear passengers, soon the train will arrive at Ceper Station").* This respectful tone ensures passengers feel informed and valued.

Directive speech acts follow to emphasize personal responsibility and safety precautions:

- *Datum 20: "Sebelum Anda turun, periksa dan teliti kembali barang bawaan Anda" ("Before you go down, check and thoroughly review your belongings").*
- *Datum 21: "Awas hati-hati. Ketika Anda turun perhatikan celah peron antara kereta" ("Watch carefully. When you get off, pay attention to the platform gap between the trains").* Negative politeness in Datum 20 softens the reminder, fostering compliance without imposition, while bald-on-record politeness in Datum 21 ensures unambiguous communication of critical safety instructions.

The consistent pattern of positive-negative-bald-on-record politeness reflects an intentional escalation of urgency, ensuring passengers prioritize instructions while feeling respected and informed.

5. Discussion

The findings of this study provide a comprehensive understanding of how speech acts and politeness strategies are utilized in Indonesian train announcements, highlighting key differences between long-distance (KAJJ) and commuter (KRL) train services. These differences are driven by the operational and contextual demands of each service, as well as cultural and pragmatic considerations.

In KAJJ, announcements are crafted to address the needs of passengers undertaking long journeys with fewer stops. Manual announcements are delivered by human announcers who use a blend of assertive, directive, and expressive speech acts. Directive speech acts play a pivotal role in safety instructions, particularly in high-stakes environments like air travel, where clarity and urgency are paramount. These acts often combine negative politeness strategies, which respect passenger autonomy by minimizing imposition, with bald-on-record strategies to ensure clarity and urgency (Ginting & Pasaribu, 2023; Nuramdani, 2023). Negative politeness maintains a respectful tone in situations where compliance is expected but not enforced, while bald-on-record strategies emphasize the importance of instructions to secure passenger understanding.

Expressive acts, such as thanking passengers, serve to build rapport and conclude communications positively, fostering a cooperative atmosphere in high-stress settings like airports (Zahroh & Susanto, 2022). Positive politeness strategies, focusing on making listeners feel valued, enhance communication effectiveness and reinforce mutual respect and community during travel (Nuramdani, 2023; Fattah et al., 2024). Additionally, directive speech acts can be classified into commands, requests, and suggestions, each tailored to the speaker's intent and the desired listener response (Chaerunnisah, 2023). This strategic categorization ensures that communication remains effective and contextually appropriate, ultimately enhancing passenger safety and comfort (Safitri et al., 2022).

Automatic announcements in KAJJ follow a similar pattern but show a marked preference for directive speech acts. This emphasis reflects the functional need for automated messages to convey critical instructions succinctly and unambiguously. The frequent use of negative politeness in automated announcements demonstrates an effort to balance the urgency of the message with respect for passengers, thus avoiding a tone of coercion while ensuring compliance. For example, directives such as "For your safety, remain seated until the train comes to a complete stop" underscore the operational priorities while maintaining a polite and respectful delivery (Aryanto, 2020; Bataineh et al., 2023).

In contrast, KRL announcements are designed to enhance passenger experience in a dynamic environment with high turnover and frequent stops, categorized into departure, next station, and disembarking. Departure announcements, employing assertive and expressive speech acts, create a welcoming atmosphere aligned with positive politeness principles, evident in phrases like "We thank you for choosing KAI Commuter services," which foster inclusion and goodwill among passengers (Ercan et al., 2023; Dziaduch, 2023). Assertive speech acts ensure essential route and schedule information is conveyed with bald-on-record politeness, minimizing misunderstandings and enhancing satisfaction (Ercan et al., 2023; Dziaduch, 2023). Positive politeness strategies further improve service quality perceptions, crucial for passenger loyalty in competitive public transport sectors (Dziaduch, 2023; Marra et al., 2022).

The dynamic nature of KRL operations demands announcements to be adaptable to changing contexts, particularly during crises like the COVID-19 pandemic, which reshaped passenger behavior and expectations (Marra et al., 2022; Bulková et al., 2022). Studies highlight that clear, adaptable announcements significantly influence passenger comfort and safety, emphasizing the need for effective communication strategies (Bulková et al., 2022; Shabani et al., 2022).

Next station announcements integrate expressive, assertive, and directive speech acts to create effective and engaging communication. They typically begin with expressive acts, such as greetings and acknowledgments, to establish a friendly and welcoming atmosphere, fostering a sense of community among passengers. Expressions of gratitude or encouragement enhance passenger engagement and satisfaction, as supported by findings that expressive acts motivate participation and create a positive environment (Lestari, 2023). Assertive acts follow, providing clear and detailed route updates with a balance between positive and negative politeness depending on the urgency. For example, statements like “Passengers heading to Delanggu Station, please move to the front four carriages” combine clarity with respect for passenger autonomy, ensuring passengers are informed while maintaining politeness (Maruoka et al., 2024). This balance is crucial in public communication, where the aim is to inform while respecting audience agency (Wongthai, 2022). Directive acts, used sparingly, are framed with negative politeness to soften the imposition of requests, guiding passenger behavior without appearing overly authoritative. Research highlights that well-framed directives enhance compliance and participation in public contexts (Sianturi, 2023), and in station announcements, directives should acknowledge passenger autonomy while effectively conveying urgency (Hassooni & Al-Naffakh, 2023).

Disembarking announcements focus heavily on directive speech acts to emphasize safety and readiness. These announcements often employ bald-on-record politeness for critical safety messages, such as “Watch your step and mind the gap between the train and the platform.” The use of boosters like “awas hati-hati” (“be careful”) adds urgency to these instructions, ensuring passengers’ attention and compliance (Ramada, 2020). Negative politeness is also utilized to mitigate the imposition of reminders, such as checking belongings before disembarking. This layered politeness strategy ensures that announcements are both effective and respectful.

The study reveals a complex interplay between speech acts and politeness strategies within the contexts of KAJJ and KRL services, shaped by operational demands and passenger demographics. The linguistic strategies used in these services align with cultural norms and pragmatic principles, emphasizing clarity and directness, particularly in safety-sensitive situations. The absence of hedging in announcements highlights the priority of unambiguous communication to ensure passengers understand critical safety instructions (Julistiana, 2024; Lan & Zhang, 2023; Chen, 2023). This pragmatic approach reflects the importance of context in language use, as noted by Eslami et al., who emphasize that pragmatic competence involves adhering to sociocultural norms (Eslami et al., 2022; González-Lloret, 2022).

Furthermore, the study underscores that these linguistic choices are not solely functional but also resonate with cultural expectations, as passengers may favor straightforward communication in high-stakes environments (Julistiana, 2024; Smith, 2024). This demonstrates how language in public transport serves both as a tool for effective communication and a reflection of cultural identity within operational frameworks (Chen, 2023; Nguyen, 2023).

Furthermore, this shift toward assertive language reflects a prioritization of clarity over traditional cultural norms of indirectness and politeness, as observed in many East Asian societies (Lee, 2020). According to politeness theory, the degree of directness in communication often depends on the social distance between interlocutors. Selgas (2022) suggests that the nature of the relationship between organizations and the public, as in the case of KAJJ and KRL, necessitates a straightforward approach to ensure safety protocols are effectively communicated. Furthermore, the cooperative principle, particularly Grice’s Maxim of Quality, emphasizes the importance of truthful and clear communication. Yang (2024) notes that bilingual speakers often prefer accuracy and directness, especially in high-stakes situations. This underscores how the absence of hedging in these announcements enhances the reliability of the information, fostering trust and ensuring public safety.

From an academic perspective, these findings contribute to the broader understanding of how language functions in public communication. They align with prior studies emphasizing the role of pragmatics in tailoring messages to specific contexts (Ogiermann & Bella, 2021; Yule, 1996). Furthermore, the use of politeness strategies, ranging from positive to bald-on-record, highlights the dynamic balance between maintaining social harmony and achieving communicative efficiency in high-stakes environments like public transportation. The findings also provide a practical framework for analyzing similar contexts, demonstrating the relevance of speech act theory and politeness frameworks in optimizing public communication.

Despite its contributions, the study is limited by the relatively small dataset derived from a narrow selection of train services. Regional variations in Indonesia’s diverse cultural landscape could further influence the linguistic strategies employed in train announcements. The study also lacks direct input from passengers and railway officials, which could provide valuable insights into the practical effectiveness and reception of these announcements.

This research offers a novel exploration of train announcements through the dual lens of speech acts and politeness strategies, particularly within the Indonesian context, addressing a gap in pragmatic studies often overlooking public transportation. By applying speech act theory, particularly the analysis of

illocutionary acts, the study provides insights into how announcements convey various intentions and meanings in a culturally diverse setting like Indonesia. Through the examination of speech acts such as directives and expressives, the research emphasizes tailoring these acts to enhance communication effectiveness and cultural sensitivity (Rahayu & Eripuddin, 2023).

The findings have practical implications for designing functional and culturally sensitive announcements, with tailored politeness strategies improving passenger satisfaction, compliance, and overall travel experiences. Effective communication strategies, such as polite directives, can significantly influence passenger behavior and ensure adherence to safety protocols, particularly in high-stakes environments like public transportation systems (Heluo & Robson, 2022). Moreover, the study's insights into speech acts and politeness strategies extend to other culturally diverse and high-stakes settings, such as airports and hospitals, where clear and respectful communication is crucial (Majeed, 2023).

Future studies could expand on this research by incorporating a larger and more varied dataset, encompassing train services across different regions of Indonesia. Conducting in-depth interviews with passengers and railway staff would enrich the understanding of how these announcements are perceived and how they influence behavior. Additionally, exploring the impact of government regulations and technological advancements on public communication strategies in transportation could provide a more comprehensive view. Lastly, researchers might investigate the role of digital transformation in enhancing the adaptability and personalization of public announcements in diverse cultural settings.

6. Conclusions

The study highlights significant differences in speech act usage and politeness strategies between KAJJ and KRL train announcements, shaped by their distinct operational contexts. KAJJ announcements predominantly use directive speech acts, supported by negative and bald-on-record politeness strategies, to effectively convey information and ensure safety for long-distance passengers. In contrast, KRL announcements employ a mix of assertive, expressive, and directive speech acts to accommodate frequent stops and diverse commuter interactions, with positive politeness fostering inclusivity and negative politeness ensuring clarity.

This research introduces a novel integration of speech act and politeness theory within public transportation contexts, contributing both to the academic field of pragmatics and the practical development of culturally attuned communication strategies. The findings emphasize how linguistic

choices can optimize public communication and enhance passenger experience. Future studies should explore regional linguistic variations, include qualitative feedback from stakeholders such as passengers and railway authorities, and examine the evolving role of digital automation in public announcements, paving the way for more effective and inclusive communication frameworks.

7. Acknowledgement

We would like to express our sincere gratitude to the esteemed reviewers for their valuable feedback and support in the publication of this article and to the Politeknik Indonusa Surakarta, whose partially support this study.

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