

ABSTRACT

The present study centered on the use of politeness strategies by an Indonesian native speaker in a casual conversation to a friend and a senior. It was intended to investigate the types of politeness strategies performed by the Indonesian participant to the friend and senior. It also aimed at exploring the factors which influenced the use of politeness strategies by the Indonesian participant in the casual conversation. The main data were the utterances delivered by an Indonesian participant to a friend and a senior in a conversation which were recorded, transcribed, then analyzed using Brown and Levinson's theory of politeness strategies (1987). The other data source was obtained from an interview with the Indonesian participant. The findings revealed that the Indonesian participant applied all the four politeness strategies, namely bald on record, positive politeness, negative politeness, and off record both to the friend and senior. However, the frequency of occurrence of each strategy was different one to another. It was also discovered that the factors which influenced the Indonesian participant in employing politeness strategies involving relative power, social distance, and ranking of impositions. In addition, there were other possible factors stated by the Indonesian participant which were still needed to explore further namely age, gender, and educational background. It is suggested that the future study would investigate this issue and hire more participants.

Keywords: *politeness strategies, relative power, social distance, ranking of impositions, casual conversation*