



Linguistic Politeness in Jember University Library Services

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Abstract

This study aims to examine linguistic and nonlinguistic features, service staging structures, and services requiring improvement regarding linguistic politeness at Jember University (UNEJ) Library. A qualitative design was employed, with data sourced from librarian-user interactions collected through observation, semi-structured interviews, and documentation. The data were analyzed using Brown & Levinson's politeness strategies, Leech's politeness maxims, Knapp, Hall & Horgan's nonverbal communication, and Halliday & Hasan's generic structure. The results show that politeness strategies are dominated by bald on record to maintain service efficiency and speed, yet librarians maintain politeness through the dominance of the tact maxim. Among the nonlinguistic features, hand gestures were the most dominant, followed by facial expressions, eye contact, and proxemics. Regarding the staging structure, service interactions are formed by combinations of obligatory and optional elements, producing minimalist and complex patterns. This study also identifies linguistic and nonlinguistic violations. The conclusion indicates that improving library services requires utilizing bald on record, positive politeness, and negative politeness strategies, as well as nonlinguistic features. Meanwhile, the circulation service needs improvement to generate more proactive and expressive speech patterns.

1. Introduction

Library is one of the academic support units (UPA) at Jember University (UNEJ) that provides collections and information resources as well as being a learning and research partner in accordance with university library standards as part of the higher education system. The UNEJ Library strives to provide various facilities needed in accordance with the development of information technology in order to support smooth operations and improve services (Putri et al., 2024).

However, the quality of libraries is not only determined by facilities such as the completeness and up-to-date of collections or physical facilities such as buildings, reading rooms, and adequate automation systems. The way librarians interact with users also plays an important role in shaping the image of libraries because it reflects the credibility and attractiveness of librarians as information consultants. Therefore, complete facilities will be more optimal if supported by a polite and appropriate language strategy in providing services (Kamaludin et al., 2019).

Librarians are at the forefront of shaping a pleasant atmosphere and service experience with good interaction. These interactions need the application of language strategies by paying attention to the values of politeness and communication ethics so that the message can be conveyed properly and does not offend the speech partner (Hamidah et al., 2024).

UNEJ Library has several services including lobby (front office), circulation, and distribution of final projects. These three service points are an important process to observe language practices in service situations that are directly interactive and require communication strategies in contexts that involve diverse social and cultural backgrounds. In this case, librarians need adaptive communication skills so that interactions take place effectively and respect each other, which can determine the success of librarians in carrying out their duties (Handayani & Arifin, 2023).

In the implementation of library service strategies, the role of linguistic politeness is very important in building effective and harmonious communication (Rahim, 2023). Language strategies not only reflect professional attitudes, but also affect users' perception of the quality of library services. The reality in the field shows that linguistic politeness is still not optimally applied in the UNEJ Library. This is due to differences in education, experience, and insight into communication ethics (Raudah & Santi, 2018), in addition to the limitations of users' insights about library utilization (Triwijaya, 2017). This condition shows that interaction in library services requires the application of communication ethics to reduce misunderstandings so that it can increase the effectiveness and comfort of services.

In addition to communication ethics, an effective service strategy also includes linguistic and nonlinguistic aspects. According to Zahra (2025), the use of polite, friendly, and easy-to-understand language can increase users' trust. In this regard, to explore the forms of politeness strategies in libraries, this research is based on the understanding that language not only functions as a means of communication, but also as a means of building social relations (Siregar et al., 2023). Thus, the analysis of language in the context of library services is not enough to review the structure of speech, but also the meaning contained behind the vocabulary choices and language strategies that librarians use when interacting with users.

Library services also have certain stages in the form of effective steps as well as friendly, empathetic, and humanistic attitudes used when providing services, which can be different from other institutions. Andri & Ganggi (2018) stated that librarians should provide services by showing friendly gestures, smiles and greetings. These practices encourage positive user responses and foster reciprocal interactions between librarians and users. These stages reflect a typical communication structure that shows how librarians apply linguistic politeness.

Several previous studies have been conducted to examine linguistic politeness in the context of education and communication and library service ethics. For example, Aini et al. (2024) investigated the level of linguistic politeness by students in the campus environment of PGRI Palembang University which shows that the linguistic politeness of students at PGRI Palembang University still requires attention on the different backgrounds, regions, and cultures of each student so that there are also differences in measure the level of linguistic politeness. Mulyadi (2021) examined the importance of applying the principle of politeness in character education. The study found that the application and discussion of the concept of linguistic politeness or more directed, detailed, or specific principles of linguistic politeness in character education is a must even though in reality it has not been fully implemented. Nurlinda (2020) examined the ethics of circulation services at the Utsman bin Affan Library of the Indonesian Muslim University. The study found that the way to provide circulation services in accordance with the provisions or ethics is to get used to greeting users both who are familiar and who have just visited the library, inviting users to enter or sit, asking about the needs of users in a good, polite, and friendly way, and expressed gratitude for suggestions and criticism from users.

The previous researches have not specifically discussed the practice of linguistic politeness in interactions within UNEJ Library services by combining the analysis of linguistic and nonlinguistic features with the structure of service staging. This gap shows the need to examine how politeness is realized and organized in actual library service interactions. Therefore, this study addresses the following research questions: what linguistic and nonlinguistic features of politeness are used in library service interactions to improve UNEJ Library services, how are

the stages of library service interactions structured at UNEJ Library, and which library services need to be improved. By addressing these questions, this study is expected to contribute to the improvement of library service quality, especially by providing insights on how librarians can communicate with users in effective and polite way.

2. Literature Review

Politeness Strategy

Theory of politeness strategy originated from the concept of face, which is the self-image that speech participants want to display when interacting (Brown & Levinson, 1987:61). In library services, librarians and users have a need to be appreciated which is called positive face, and a need not to feel harassed or forced which is called negative face. Any act of speech that threatens these two needs is called Face Threatening Acts (FTA), and is usually responded to with the use of politeness strategies. Among the four courteous strategies offered by Brown & Levinson, the following strategies are the most common found in library services: bald on record, positive politeness, and negative politeness.

Politeness Principle

Leech (2018:131) stated that the politeness principle functions to maintain the harmony of social relations in interactions. In the context of library services, this principle can help librarians create a friendly and respectful interaction atmosphere so that they can minimize conflicts in the service process. Among the six maxims of politeness offered by Leech, the following maxims are most likely to be found in library services: the tact maxim, the generosity maxim, and the agreement maxim.

Nonverbal Communication

In library services, linguistic politeness is not only about verbal choices, but also seen in the nonverbal behaviors that accompany interactions. Therefore, the analysis of politeness strategies in library services needs to be complemented by an understanding of nonverbal communication so that the interaction process can be understood more completely. Nonverbal communication is an important part of interpersonal communication to help clarify, complement, or replace verbal communication. Knapp et al. (2014:8) stated that verbal and nonverbal messages do not run separately, but go hand in hand and complement each other in conveying meaning. The types of nonverbal communication that most often appear in library services are interpersonal distance (proxemics) and behaviors manifested in interactions such as gestures, facial expressions, eye contact, posture, and vocals that include intonation, volume, tempo, and pauses in speech. These variations of nonverbal actions have an important role in shaping the perception of politeness, comfort, and effectiveness of communication in library services.

Generic Structure

The concept of generic structure explains that a form of communication, both oral and written, is always composed of successive stages to achieve a certain social goal (Halliday & Hasan, 1992:77). In library services, it is important to understand the generic structure because the interaction between the librarian and the user is not just an exchange of information, but also a process that has a flow, purpose, and social function. By understanding these flows, the quality of library services can be improved. Furthermore, Halliday & Hasan (1992:81) stated that each type of communication has its own distinctive stages that distinguish it from other types of communication. To explain the stages or steps in a communication process, there are several elements that need to be considered: mandatory elements, selection elements, sequence, and repetition.

3. **Methodology**

This research is qualitative with a descriptive approach, that intends to understand the phenomena experienced by research subjects such as behavior, perception, motivation and actions holistically by describing in the form of words and language in a certain natural context and by utilizing various scientific methods (Moleong, 2019:6). This type of research was chosen because the object studied is a linguistic strategy in the interaction of library services, which can only be encountered through direct observation.

The study involved 11 informants, consisting of 8 library staffs and 3 library users at the UNEJ Library. The library staff participants were selected based on their direct involvement in providing library services and their active interaction with users, while the library users were selected based on their active use of the library services, particularly lobby, circulation, and thesis distribution services. Data were collected from January to February 2026 through non-participant observations, semi-structured interviews, and documentation. A total of 30 library service interactions were observed and analyzed. Furthermore, the data were analyzed by referring to the theory of politeness strategy (Brown & Levinson, 1987) and politeness maxims (Leech, 2018) to identify the types of politeness strategies and maxims used in service interactions, nonverbal communication (Knapp et al., 2014) to find nonlinguistic features in the form of nonverbal communication elements that accompany speech, and generic structures (Halliday & Hasan, 1992) to find service staging patterns.

4. **Results and Discussion**

This section presents the results and discussion of the research which covers three main aspects: linguistic and nonlinguistic features in library services, the staging structure in service interactions, and violations of linguistic and nonlinguistic features that occur in service interactions. These three aspects are analyzed to find out the existence of linguistic politeness in the interaction between librarians and users.

Linguistic and Nonlinguistic Features in UNEJ Library Services

From the identification of 30 service interactions at the UNEJ Library, a total of 101 uses of linguistic politeness were found which can be grouped into 3 types of linguistic politeness strategies. According to Brown & Levinson (1987:91), there are 4 types of politeness strategies: bald on record, positive politeness, negative politeness, and off record (indirect). However, based on observations, there are only 3 types of politeness strategies used by librarians: bald on record, positive politeness, and negative politeness. The frequency distribution of each politeness strategy is shown in the following table.

Table 1. Frequency Distribution of Politeness Types in Services

No.	Types of Politeness Strategies	Quantity	Percentage (%)
1.	Bald on record	51	50,50
2.	Positive politeness	39	38,61
3.	Negative politeness	11	10,89
	Total	101	100

Based on Table 1, the observation results found that the bald on record strategy was predominantly used by librarian with a frequency of occurrence of 51 or 50,50%. According to Brown & Levinson (1987:94), bald on record is the embodiment of spontaneity in the principle of conversation as a guide to achieve the most efficient communication process possible. This strategy is most widely used because it describes the character of library services that prioritize efficiency. The use of the bald on record strategy is shown in the conversation between the librarian and the user as follows.

Data (1)

Librarian: “Rahma?”

User: “Yes.”

Librarian: “Open your camera.”

USER: “Sorry?”

Librarian: “The camera.”

User: (Opens the camera app and hands the phone to the librarian)

Librarian: (Takes the phone and photographs the information displayed on the computer screen)

“Please submit your thesis on the first floor. This photo is your proof of submission.”

Data (1) shows that librarian uses a bald on record strategy when providing library dependency clearance service. The bald on record strategy is characterized by the use of the sentences *Open your camera* as a form of imperative that goes directly to the core of the action that must be taken by the speaking partner. Librarian 1 says:

“Students want to be served quickly because there may be other busyness. This also avoids long queues, because sometimes there are 4-5 more behind. Otherwise, we won’t finish serving everyone” (Librarian 1, interview, 2026).

From the results of the interview, the use of this short instruction is not intended to be rude but rather to demand service excellence.

According to Leech (2018:132), there are 6 types of politeness: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. However, based on observations, only 4 maxims of politeness were found: tact maxim, generosity maxim, agreement maxim, and sympathy maxim. The frequency distribution of politeness maxims is presented in the following table.

Table 2. Frequency Distribution of Politeness Maxims in Service

No.	Types of Politeness Maxims	Quantity	Percentage (%)
1.	Tact maxim	93	92,08
2.	Generosity maxim	1	0,99
3.	Agreement maxim	5	4,95
4.	Sympathy maxim	2	1,98
	Total	101	100

From Table 2, it is known that the most dominant tact maxim was found in this study, with a frequency of 93 speeches or 92,08%. This shows that the librarian has discipline in maintaining the comfort of users through its actions. According to Leech (2018:109), the tact maxim is a maxim that adheres to the principle of minimizing losses for speech partners and maximizing profits for speech partners. The use of the maxim of discretion in circulation service is shown by the conversation between the librarian and the user as follows.

Data (2)

Librarian: “Master’s thesis? Did you already complete this process when you submitted your undergraduate thesis?”

User: “Yes.”

Librarian: “So you’ve done this before?”

User: “I’ve forgotten.”

Librarian: “Alright, here are the requirements. Your graduation status must be verified, your thesis must be uploaded to the institutional repository, and you must obtain library clearance. The system is currently under maintenance, but *we don’t want this to delay students’ graduation registration*. Once the system is back online, you can return to the library to complete the process, even if you’ve already graduated. After graduation, it becomes more difficult to take care of these administrative requirements, right?”

User: “Yes.”

In Data (2) above, even though the system is not accessible due to the maintenance process, the librarian provides leeway for the user to still be able to register for graduation. The speech *We don’t want this to delay students’ graduation registration* reflects the tact maxim by maximizing the benefit to the user. Librarian 2 says:

“To refuse, it seems that there is no one here. So users who are from the public, for example, want to make a reading card, but Mr. Taufik is not there, it is temporarily allowed to enter. So it doesn’t have to be rejected” (Librarian 2, interview, 2026).

From the interview, it can be seen that there is a tendency for the librarian to use speech to avoid refusal in meeting the needs of the user. This reflects the tact maxim, which is to minimize losses and maximize profits for user.

From the 30 interaction data analyzed, 4 types of nonverbal behaviors were identified as a total of 102 times, which are presented in the following table.

Table 3. Nonverbal Behavioral Frequency Distribution

No.	Types of Nonverbal Behavior	Quantity	Percentage (%)
1.	Hand gesture	47	46,08
2.	Facial expression	29	28,43
3.	Eye contact	23	22,55
4.	Body spacing (proxemics)	3	2,94
	Total	102	100

From Table 3, it can be seen that hand gestures are the most commonly used type of nonverbal behavior by librarians, which is 47 times or 46,08%. This shows that in service interactions in the UNEJ Library, the use of hand signals is highly relied on to create efficient and accurate communication.

The hand gestures identified in this study include informative gestures, such as pointing to the QRIS payment board to direct users to pay their library fines. The use of hand gestures in circulation service is shown in the following excerpt of the conversation between librarian and user.

Data (3)

Librarian: “The fine is Rp5000” (*Points to the QRIS payment board*).

User 1: (Attempts to make the payment using the QRIS app on his phone. User 2 approaches)

User 2: “I’d like to renew this book” (*Places the book on the RFID reader*).

Librarian: “You’d like to renew this one? Your student ID, please?”

User 2: (Hands over the student ID card)

Librarian: (Checks the system) “Juzy?”

User 2: “Yes.”

Librarian: “Done.”

User 1: (Failed to pay with QRIS) “Sir, I think I’ll have to pay tomorrow. It’s still giving me an error.”

Librarian: “Okay.”

Data (3) above shows how the librarian integrates verbal speech by providing information on the amount of fines and nonverbal gestures with hand movements towards the QRIS board. According to the statement of Knapp et al. (2014:18), this nonverbal behavior has a complementary function or complements verbal speech, thereby emphasizing instructions so that the user can capture information faster and minimize misunderstandings in the library administration process. Librarian 3 says:

“For fine payments, I always use hand gestures to indicate that the payment should be made via QRIS. If I only explain it verbally, users may think they should pay me directly. I don’t want that, so I clarify it by pointing to the QRIS payment board.” (Librarian 3, interview, 2026).

The result of the above interview shows that apart from being an additional gesture, hand gestures can also be used as a guide for the user to follow the flow of the procedure without the need to ask many questions.

The findings on linguistic and nonlinguistic features show how politeness is realized in conversations between librarians and users. However, identifying individual linguistic and nonlinguistic features alone does not show how these features function throughout the service encounter. To further understand how politeness is used in actual service interactions, the analysis therefore proceeds to structure of how library services are organized. This analysis examines how the identified linguistic and nonlinguistic features are distributed across the various stages of librarian-user interactions.

Staging Structure in UNEJ Library Services

This section describes the staging structure in service interactions in the UNEJ Library. The analysis is carried out to identify the stages that appear, the sequence patterns that are formed, and the possibility of repetition or variation in service interactions. In this section, the analysis focuses on generic structure theory which views that although flexible according to the context of its use, an interaction still consists of a systematic structural pattern (Halliday & Hasan, 1992:76).

Referring to the Generic Structure Potential (GSP) framework, a conversation consists of obligatory elements or those that must be present in the conversation, and optional elements or situational elements (Halliday & Hasan, 1992:88). To map the variations and structural characteristics of the research data, the following is presented a classification of the presence of interaction forming elements based on conversations between librarian and user in the lobby and final report distribution services.

Data (4)

User: "I'd like to submit my thesis, Sir."

Librarian: "Your student ID number, please. If you don't remember it, just show me the printed copy of your thesis."

User: (Recites the student ID number hesitantly, then hands over the thesis)

Librarian: (Looks at the thesis cover and enters the student ID number into the computer)

Librarian: "Please go to the second floor first, then submit the thesis at the Cooperation Office. The stairs are on your left."

User: "Thank you, Sir."

Librarian: "You're welcome."

Data (5)

Librarian: "Please."

User: "Can I submit my thesis?"

Librarian: "Yes. Have you been to the second floor?"

User: "Yes."

Librarian: "How many of you are there?"

User: "Two."

Librarian: "Which faculty are you from?"

User: "The Faculty of Economics and Business."

Librarian: "Have you uploaded your thesis to the institutional repository?"

User: "I haven't been able to."

Librarian: "That's alright. You can try uploading it later."

User: "Yes, Sir."

Librarian: "May I have the printed copy of your thesis and the letter from your faculty, please?"

User: (Hands over the thesis and the faculty letter)

Librarian: (Receives the documents)

Librarian: "Please have a seat. I'll process these first."

User: (Walks to the seating area)

Librarian: (After a while) "Sheila and Alifia? Everything is ready."

User: "Thank you, Sir."

Librarian: "Yes, you're welcome."

User: (Walks out of the room, then returns) "Excuse me, Sir. Does my faculty require a library clearance letter?"

Librarian: "Oh, we no longer issue a library clearance letter. The approval is now processed through SISTER."

User: "The approval from the second floor?"

Librarian: "No, the approval from the process we just completed."

User: "So everything has been completed, Sir?"

Librarian: "Yes."

User: "Thank you."

Librarian: "You're welcome."

The presence of mandatory elements in Data (4) and (5) is summarized in the following table.

Table 4. Obligatory Elements in Library Service Interaction

No.	Name of Obligatory Element	Abbreviation	Speech
1.	Delivery of needs	Dn	(4) "I'd like to submit my thesis, Sir." (5) "Can I submit my thesis?"
2.	Administrative checks	Ac	(4) "Your student ID number, please. If you don't remember it, just show me the printed copy of your thesis." (5) "How many of you are there?", "Which faculty are you from?", "Have you uploaded your thesis to the institutional repository?"
3.	Providing information	Pi	(4) "Please go to the second floor first, then submit the thesis at the Cooperation Office. The stairs are on your left." (5) "That's alright. You can try uploading it later." "No, the approval from the process we just completed.", "No, the approval from the process we just completed."
4.	Closing	Cl	(4) User: "Thank you sir", Librarian: "You're welcome." (5) User: "Thank you sir.", Librarian: "Yes, you're welcome."

Based on Table 4, the elements Dn, Ac, Pi, and Cl consistently appear in Data (4) and (5). Furthermore, the interaction must be closed with the Cl element as the end of librarian services to the user. The element of choice has a more varied appearance, reflecting the flexibility of services and adaptation strategies in interactions in the field. The elements of such options are presented in the following table.

Table 5. Optional Elements in Library Service Interaction

No.	Preferred Element Name	Abbreviation	Speech
1.	Initial greeting	Ig	(5) "Please."
2.	Service actions	Sa	(5) "Please have a seat. I'll process these first."
3.	Submission of results	Sr	(5) "Sheila and Alifia? Everything is ready."
4.	Additional interactions	Ai	(5) "Excuse me, Sir. Does my faculty require a library clearance letter?" "The approval from the second floor?" "So everything has been completed, Sir?"

From Table 5, it can be seen that the diversity and appearance of optional elements are influenced by the dynamics of service interaction. In Data (4), the optional element does not appear because the lobby service is the first door which only directs the user to the intended service as needed. On the other hand, in Data (5), the optional elements Ig, Sa, and Sr, appear followed by the Ai element as an additional phase after the first Cl, which facilitates the continued need of user.

After identifying the obligatory elements and the optional elements, the analysis continues to search for the position of the sequence between the elements in forming a complete interaction. In the relationship between these elements, the marker ^ is used, which indicates that the element on the left must precede the element on the right. If there is a repetition, the writing of the notation is modified with a special marker according to its appearance like consecutive or paused. The sequences in Data (4) and (5) are summarized in the table below.

Table 6. Sequence on Library Service Interactions

No.	Data	Sequence
1.	(4)	$Dn \wedge Ac \wedge Pi \wedge Cl$
2.	(5)	$Ig \wedge Dn \wedge (Ac^a \wedge Ac^b \wedge Ac^c) \wedge Sa \wedge Sr \wedge Cl_1 \wedge (Ai^a \wedge Ai^b \wedge Ai^c) \wedge Cl_2$

From Table 6, it can be seen that in Data (4), the service started directly when the user used the Dn element without first saying a greeting, which reflects the user's proactive initiative. Librarian immediately activated the Ac element to validate the identity of the user in the form of student number. Next, the pipeline is routed to the Pi element with no on-premises service execution action, which is then resolved by placing the Cl element as the service endpoint.

Data (5) show more complex staging. The interaction began with the opening in the form of Ig by librarian followed by Dn by user. The transaction flow moves through a linear relationship $Ig \wedge Dn \wedge (Ac^a \wedge Ac^b \wedge Ac^c) \wedge Sa \wedge Sr$ which shows that the core service process is carried out in the service room until it is complete, starting from the fulfillment of Ac in layers, the execution of the system on Sa, to the submission of files on Sr.

After the main service phase is completed and closed with Cl_1 , the interaction reappears in the final phase through $Cl_1 \wedge (Ai^a \wedge Ai^b \wedge Ai^c) \wedge Cl_2$. This position signifies the flow of interaction is reactivated through successive Ai which facilitates the user to confirm the SISTER approval system and ensure the completion of the bureaucratic process that is responded to educatively by the librarian. The appearance of this follow-up interaction causes the repetition of the Cl_2 function as a sign of the end of the interaction.

Furthermore, repetition shows that a stage of social function can be reactivated by speech participants, either consecutively within the same phase or when there is a pause in interaction. Repetition is identified when a stage, both mandatory and optional, appears more than once in a series of conversations (Halliday & Hasan, 1992:87).

Repetition occurs due to information complexity, technical obstacles, or the emergence of new needs of user that have not been conveyed at the previous stage. To map the form of repetition, in the indicated data there are repetitions marked with the upper rank for consecutive repetitions and the lower rank for paused repetition as in the following table.

Table 7. Recurrence on Library Service Interactions

No.	Data	Generic Structure	Repeated Elements	Recurrence Type
1.	(4)	$Dn \wedge Ac \wedge Pi \wedge Cl$	Not Found	-
2.	(5)	$Ig \wedge Dn \wedge (Ac^a \wedge Ac^b \wedge Ac^c) \wedge Sa \wedge Sr \wedge Cl_1 \wedge (Ai^a \wedge Ai^b \wedge Ai^c) \wedge Cl_2$	Ac, Ai, and Cl	Ac : consecutive Ai : consecutive Cl : paused

Table 7 shows that Data (5) has a complex structure because it contains two types of repetitions:

Consecutive repetitions

This repetition occurred first in the element of Ac, that the librarian gave three consecutive validation questions without pause to the user through the speech *How many of you are there?*, *Which faculty are you from?*, and *Have you uploaded your thesis to the institutional repository?* expressed by Ac^a , Ac^b , and Ac^c . These questions arise because the final project distribution service requires multiple validations before the system execution action. The second element is the Ai, that user consecutively asks questions after the main service, which is stated with Ai^a , Ai^b , and Ai^c including *Excuse me, Sir. Does my faculty require a library clearance letter?*, *The approval from the second floor?*, and *So everything has been completed, Sir?*. This successive repetition is because the user really wants to understand the digital bureaucratic system.

Paused repetition

The appearance of the optional element A_i occurs when the element Cl undergoes a repetition separated by a distance. After the main service is closed (Cl_1), the user returns to the service desk to confirm the status of the SISTER account. The return of user causes a repetition of the Cl function at the end of the service (Cl_2). The repetition of this closing stage serves to maintain good interpersonal relationships even though the interaction was interrupted.

The analysis of the staging structure further shows that politeness is realized not only through particular linguistic and nonlinguistic features but also through their appropriate use across the stages of service interactions. Nevertheless, the presence of an established interactional structure does not necessarily mean that politeness is consistently maintained at every stage. Therefore, the analysis is further directed toward identifying instances in which linguistic or nonlinguistic features are used in ways that violate politeness strategies or maxims. This final stage of analysis helps identify specific interactional conditions that may require improvement in library services.

Violation of Linguistic and Nonlinguistic Feature

Although UNEJ Library services have been running according to procedures following an orderly pattern, in some data it was found that there were discrepancies caused by the dynamics of the situation in the field that caused violations. These violations include the use of inappropriate speech and nonverbal behavior that does not support friendliness. This phenomenon shows the influence of situational factors including queue loads, system technical constraints, and operational time limitations that require librarian to continue to prioritize service efficiency over formalities in interaction.

Among the 30 service interactions analyzed, six instances of verbal and nonverbal behavior were identified that violated politeness strategies, politeness maxims, or principles of nonverbal communication. The relatively small number of violations suggests that politeness was generally maintained in the observed library service interactions. This result matches the overall distribution of politeness strategies and maxims, especially the predominance of the tact maxim, which indicates that librarians generally attempted to minimize inconvenience to users and keep their interactions friendly. However, the six identified violations should not be interpreted as evidence that violations rarely occur in all library service situations. The observations were limited to the interactions captured during the data collection period, while face-threatening situations that did not occur during observation could only be explored through the informants' accounts. Therefore, the relatively low number of violations may reflect both generally appropriate service practices and the contextual limitations of the observed interactions. The frequency distribution of these findings is presented in the following table.

Table 8. Frequency Distribution of Linguistic Politeness Violations

No.	Types of Violations	Quantity	Percentage (%)
1.	Violation of strategy and maxim of politeness	5	4,95
2.	Violation of nonlinguistic feature	1	0,98

Referring to Table 8, violations of linguistic features appeared in service interactions at the UNEJ Library in a total of 5 speeches or 4,95% which included violations of the bald on record strategy and tact maxim. These violations can be seen from the following excerpts of conversations between librarian and user on the final project distribution service.

Data (6)

User: "I'd like to submit my thesis."

Librarian: "Certainly. Have you been to the second floor yet?"

User: "The second floor?"

Librarian: "Yes, please go to the second floor first."

User: "Who should I see?"

Librarian: “The staff members.”

User: “Alright.”

User: (Leaves the room to go to the second floor, then returns)

Librarian: “Is everything done?”

User: “Yes.”

In Data (6), the focus of the breach occurred on conversations about the user’s destination location. According to Brown & Levinson (1987:94), bald on record is a way of speaking that follows and obeys Grice’s conversation maxims to maximize communication efficiency. To implement bald on record, one of the conditions is to comply with the maxim of manner by speaking transparently, clearly, directly on the target, and avoiding ambiguity. Therefore, the librarian’s answer *The staff members* can be categorized as a form of violation because it is ambiguous. The librarian did not give a clear answer about the name or the part to go to on the second floor so that it could confuse the user due to the multi-interpreted information. User 1 says:

“If the language used, I think it’s polite, but... It is easy to understand but I think sometimes it is too ambiguous which makes students confused, especially when I am a new student. What I see here is that the information is too ambiguous, which makes us less clear and less detailed” (User 1, interview, 2026).

The results of the above interview show that the use of the unclear bald on record strategy causes ambiguity, causing the service function to be not optimal. User, especially those who are still new students who have limited knowledge about the flow of library bureaucracy, are the ones who are harmed by this speech.

Furthermore, according to Leech (2018:132), the tact maxim is to reduce losses and increase profits for speech partners. Therefore, *The staff members* considered to violate the tact maxim because it provides information of a general nature without minimizing the user’s efforts. The answer contains a clear meaning because in every service there must be a staff member. The librarian did not provide specific information such as the names of staffs or the service section to be addressed, so the user still had to find out on the second floor.

In addition to linguistic features or verbal aspects, incompatibilities in service interactions are also found in nonlinguistic features or nonverbal aspects. Based on Table 8, this type of violation was only found in 1 act or 0,98%. The violation in this aspect is related to the librarian’s failure to show visual cues that support hospitality, especially body gestures as seen in the following excerpt of the conversation between the librarian and the user in the lobby service.

Data 7

User: “Sir, I’d like to go upstairs... (Looks at her phone, as if checking or confirming what she needs)

Librarian: “It is closed at 02.15.” (Although the user appears not to have finished speaking, as indicated by her intonation and gaze, which remain focused on her phone, the librarian responds while maintaining a relaxed posture with one leg slightly raised)

User: “Alrigh. Thank you.”

Librarian: “You’re welcome.”

Data (7) above shows the violation of nonlinguistic features by librarian by raising his feet when interacting with the user. According to Knapp et al. (2014:199), the ideal body posture in the context of public service is to prioritize a neutral posture and display safe and friendly nonverbal cues (non-threatening nonverbal cues) to maintain equality of interaction and provide psychological comfort for user. Therefore, the librarian’s body posture that raises his legs while serving can be categorized as a form of violation because the librarian regulates posture that causes dominance and intimidates the user’s position. In addition, the act of raising the feet is also a threatening nonverbal cue that can disturb the user’s comfort, so the user spontaneously chooses to end the interaction immediately.

The forms of violations found in the interaction of UNEJ Library services both in linguistic and nonlinguistic features show an imbalance between the transactional function and the politeness function. According to Rahmah (2018:32), basically interaction in the library is a

way for the librarian to convey messages to the user to create an equality of meaning. Therefore, clarity of information must also be accompanied by an aspect of politeness so that library services not only function as an administrative process, but also as a form of interaction that supports the convenience of user.

5. Conclusion

Based on the discussion above, it can be concluded that in improving services at the UNEJ Library, it is necessary to use linguistic and nonlinguistic features. In addition to using the bald on record strategy for service efficiency, language features are realized by implementing positive and negative politeness strategies that adjust to the dynamics of the situation at the service desk. The nonlinguistic features are realized through physical actions, including directing the gaze to the user when interacting or to the computer screen when switching focus to data processing in the system, giving smiles, hand gestures to direct users to the appropriate service location, and setting physical distance with the user.

The staging structure in UNEJ Library services is formed by 4 obligatory elements that are present absolutely and 4 optional elements that are flexible. In the staging structure, there are variations in interaction patterns: minimalist patterns and complex patterns.

Among the library services, circulation requires the greatest improvement in terms of linguistic politeness because the librarian's utterances tend to be brief and less proactive, leading to violations of the tact maxim. Unlike the final project distribution service, where potentially ambiguous utterances were also identified but were more frequently accompanied by positive or negative politeness strategies, circulation interactions tended to provide less mitigation. Therefore, improvement in circulation services should focus on using clearer and considerate explanations, especially when explaining procedures, requirements, and fines. Librarians should provide sufficient contextual information and use positive or negative politeness strategies when appropriate to make sure communication is effective, easy to understand, thoughtful, and responsive to users' needs.

The findings also have implications for librarian training. Training programs need to pay attention on the contextual application of politeness strategies, particularly on when direct expressions should be supplemented with positive or negative politeness strategies. Training should also focus on clearly explaining all the steps of the service process and appropriate nonverbal communication. Scenario-based exercises or role-play could further help librarians practice adapting their linguistic and nonlinguistic strategies to different service situations.

Limitations and Future Research

This study has some limitations that should be considered when understanding the results, as the communications shown in this research may not include every possible way librarian-user interacts in library services. The study primarily examined the realization of linguistic and nonlinguistic politeness in the interactions and did not focus on what users thought about how polite, clear, or effective the communication was.

Future research could address these limitations through comparing different academic libraries that have varied settings and user groups. Further research could also explore how users perceive the communication style of librarians, to see if the ways librarians speak and act during interactions are seen as polite, clear, and helpful. In addition, future studies might look at longer periods and include more types of service interactions to better understand how linguistic politeness is used in academic library services.

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