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"GLOBAL EDUCATION, COMMON WEALTH AND CULTURAL DIVERSITY"

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PREFACE

Praise to Allah SWT for the gracious mercy and tremendous blessing that enable us to finish this Proceeding of International Conference on Global Education (ICGE) V with the theme *Global Education, Common Wealth, and Cultural Diversity*. This conference is collaboration between Ekasakti University (UNES) Padang with Universiti Kebangsaan Malaysia (UKM) in fifth time, it is held on 10-11th April 2017, at the Auditorium of Ekasakti University Padang. The conference is attended by speakers and participants of five countries, from Indonesia, Malaysia, Thailand, Vietnam, and Brunei Darussalam.

ICGE Proceeding is the work of the ideas of both teachers and educators. Various papers presented in the conference are dedicated to building a good quality learning horizons in five countries in the present and for the future.

It is expected that all papers contained in this proceeding helpful in improving the quality of human resources towards competition in the Global Economic. We hope that the thoughts and ideas contained in this proceeding can be the first step for us who work in the educational community to reflect and increase the next major steps in building a quality learning of horizons, so that it can produce useful human resource for the nation in five countries.

Thank you very much is due to various parties that have cooperated in preparing and publishing this proceeding as well as the successful implementation of ICGE V.

So that, this proceeding can has benefit for us in the effort to build human resources as we would expect.

April 10th 2017
Conference Organizing Committee
Organized by Ekasakti University Padang
And Universiti Kebangsaan Malaysia

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**DEVELOPMENT POLITENESS LOCAL CULTURE AND WISDOM
NEWS ANCHOR TELEVISION**

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ABSTRACT

This research is motivated by politeness and cultural wisdom of television news anchor begin to separate from the values that elevate the dignity of the nation. Development of politeness and cultural wisdom television news anchor influence on the minds of viewers as the audience. Special to the desert city, based on data KPID West Sumatra, there are 15 channels of television channels that can be watched by viewers. Negligence politeness and the neglect of local wisdom by television news anchor, who every time viewers, fade politeness and eroding values of local cultures in national cultural treasures. An alternate solution of this phenomenon, through initial assessment to determine the extent known, understood and practiced by penyai news, in order to balance the politeness and cultural values in the community to make a dignified nation. The methodology of this study, using research & development models Akker, (1999). The case study conducted in Padang TV broadcasters, the news anchor who states: 20% have a book politeness of them and 99% said it was difficult to find a book of local wisdom "Langgam Kato". Knowledge and understanding of politeness and cultural wisdom news anchor is still lacking. All presenters Padang TV news stated 100% strongly agree know, understand and practice politeness and local wisdom in the line of duty.

Keywords: politeness, local wisdom, the news anchor of television,

A. INTRODUCTION

News Anchor on television often called the announcer or presenter who is a person in charge on television broadcasters as discussant news a warm discussion. News publishers are highest career in broadcasting, formerly a journalist and reporter. Mabruri (2013: 47) states that; in addition to the position of a newsanchor (News anchor) and reporter on the monitor, also affects the perception and acceptance of the audience. Anchor which seems to have itegritas and and smart (smart) is able to hypnotize the audience for news shows glaring. Furthermore Zoebazary (2010: 172) states that; newsanchor is the person who presented the material that has been prepared for the news program, sometimes have to improvise leave a comment in a live broadcast. A television News anchor is basically a journalist.

Sumadiria (2010: 5), states that; a television journalist to be skillful language. Language skills has four components: listening skills (listening skills), speaking skills

(speaking skills), reading skills (reading speakings), and writing skills (writing skills). Characteristic of the language of television by Badjuri (2010: 28) is 1) a brief and concise, related to the number of words and sentences. Using the words a little, but their meaning can be captured by the viewer. It refers to a television that not only displays the audio media, but also visual representations, 2) simple. Choice of words or phrases and the simplicity of the style of language, 3) simple, 4) attractive, 5) language and writing have to pay attention to the art of writing in accordance with the level of insight and intellect audience.

In speaking of television News Anchor have a solid foundation in language skills to carry out their duties. According Keraf (2001: 3) basis and motive of growth speak it in the outline are: (1) as a tool to express self-expression, (2) as a means of communication, (3) as a tool to conduct integration and social adaptation, and (4) as a means to hold social kontrol. Furthermore Sumadiria (2010: 21) states; "The use of language journalism in newspapers, tabloids, newsletters, magazines, radio, television, the Internet or online media, not be sudden or attend granted". This means that journalistic language is the language actually planned.

It can be concluded that the News anchor or presenters can otherwise affect the perception of audience reception at once hypnotized. In addition, a television News anchor in addition to master and skilled in broadcasting, also has four language skills, namely; listening skills / listening, speaking, reading and writing skills. So the News anchor is able to direct for the creation of broadcast-quality, dignified, able to absorb, and reflect the aspirations of the diverse community. A News anchor may affect the view viewers who watch it. In their duties with guest speaker to discuss news, so the audience was able to see the problem so educate its audience which consists of various circles. From the other side, in any case be the topic presented, the presenter of news continues to be fair or impartial, always polite language and culture as a people wise in the east.

News publishers carry out tasks based on the principle of expediency, the principle of justice, the principle of legal certainty, the principle of freedom and responsibility, the principle of diversity, the principle of independence, the principle of security, and professional ethics. In article 48 of Law 32/2002 number stated; Code of Conduct for the implementation of broadcast broadcasting set KPI. And KPI (Indonesian Broadcasting Commission) regulations stipulate the number

01/P/KPI/03/2012 on the Conduct of Broadcasters. The duties of a television News anchor in the studio, in general, always interacting with the speaker, reporter, penonoton in the studio or the viewers at home. Politeness News anchor, were able to express their thoughts and feelings, so that in the end the viewer feel can be represented through the peeling problem of the topics being discussed.

In defending the values of national culture, one of the foundations that can use the television News Anchor are sourced from local culture (local wisdom). Local wisdom is a product of past cultures that should continuously hold onto life. Although local but worth the value contained therein is considered very universal. Wisdom local culture, also can make positive behavior the community in touch with nature and the surrounding environment, can be sourced from religious values, customs, advice ancestors, or local culture, which woke up naturally in a community to adapt to the environment surrounding. Local wisdom, especially in Minangkabau known as Langgam Kato, or style of speech in accordance with the interlocutors, ie Kato Mandaki (Words Climb), Kato manurun (Words Descending), Kato Malereng (Words incline) and Kato Mandata (Words Horizontal), Four Langgam Kato is a speech that is used daily by Minangkabau society in general, and particularly in the city of Padang.

Based on data from the Broadcasting Commission Indonesia West Sumatra (Broadcasting-Sumatra) in 2015, there are 15 channels Broadcasting Agency (LP) television broadcast in the city of Padang. Three of them use the television LP local broadcast programs that involve local News anchor Padang. Three LP is TVRI West Sumatra, Padang TV and I-News TV. Padang purely local content broadcast TV, and broadcasting non SSJ (Network Station System), which means that the full content of broadcasts originating from Padang TV, in contrast to two other LP TVRI West Sumatra and the I-news TV, unlimited local broadcast 2-3 hours, rest a lot relay the central television station as mains network. According to Law 32 of 2002 on broadcasting, that 10% of airtime LP must be local broadcasting. To date not been realized, but for the future implementation of Law 32/2002 will surely prevail. It requires a television News anchor was polite and have knowledge of local culture, thus indirectly educating and apply mannered audience watching television.

Politeness is very essential for televisi news anchor, in terms of duties were always interacting with the viewers at home, reporter di field and speakers in the studio. Television News anchor speaking skills, able to express their thoughts and feelings,

which in turn affects the behavior of viewers as those who watch it. News publishers in speaking with reporters from the scene in a field, and speaker in the studio or telephone answering viewer, News Anchor often less noticed politeness. Courtesy or politeness which is the procedure, customs, or traditions prevailing in the society is not executed, so that both Pemira watching, and my informants interviewed are not in the mood and audience/viewers uncomfortable to watch/follow the broadcast program.

News Anchor politeness is very important, because it involves the esteem of others as a resource to discuss the topic of the event on television. Rustono (2000:51) states, three rules that must be adhered to in order that speech is considered polite. The third rule is a formality, indecisive, or fraternal equality. Formalities means do not force or do not arrogant. Thus, speech that is pushy and arrogant considered polite. The rule does not expressly speak means the speakers should be such that the hearer can make a choice. Rule equation or herded means make said partner happy.

A television news anchor who will politely favored by many viewers, and granules words expressed very influential in the community. Actions of anarchists, arrogance and vigilantism that is much going on in the community, can be encouraged by news anchor malalui politeness and cultural wisdom. This is in line with the research to be conducted on the development of linguistic politeness presenter of television news and local wisdom, which is expected by the presenter of news can be constructed mental attitude of people who are polite and have wisdom, through a manual or guide in solving problems of politeness and wisdom local, in society, in particular the city of Padang, as well as an examination of Padang TV News anchor.

B. DISCUSSION

1. Development of Politeness Net Television News Anchor

Politeness (politiness), politeness or etiquette are procedures, customs, or traditions prevailing in the society. Politeness that rules of conduct established and agreed upon by a specific community that modesty as well as a prerequisite agreed by social behavior. Politeness of television News Anchor provide a space for viewers who watch in delivering a wide range of expressions and statements in public life. This phenomenon early should get a solution to avoid further than politeness. New habits of communities far from politeness bad impact on social life, to humanity.

Tarigan (1986:82) and Leech (1993:206-207) states, six maxims manners. The

principle of decorum in such maxims pairs. The sixth maxim is, 1). Maksim wisdom: a. Reduce the loss of others, b. Add the benefit of others; 2). Maksim generosity: a. Reduce sediri self gain, b add self-sacrifice; 3). Maksim awards: a. Reduce insults at others, b. Add praise on others; 4). Maksim simplicity: a. Reduce the praise to himself, b. Add insults to himself; 5). Maksim agreement: a. Reduce ketidakseesuaian between oneself and others. b. Increase rapprochement between oneself and others; 6). Maksim sympathy: a. reduce the antipathy between ourselves and others. b. view sympathy between yourself and others.

Based on written questions given to Padang TV News anchor, 85% said it was difficult to get a book politeness. 100% Padang TV News anchor said that they had read a book / article / journal of politeness. 30% of the News anchor has a book /article about politeness. Based on the results of questionnaires on Padang TV News anchor, a 100% stated Strongly Agree (SS) as a television News anchor who frequently interview persons, need Formalities means do not force or do not arrogant. Thus, speech that is pushy and arrogant considered polite, and 80% stated Strongly Agree (SS) not strict means the speaker should speak such that the hearer can make a choice. 50% Padang TV News anchor Strongly Agree (SS) always polite language, and expressed Agree (S) 50% rule, which means herded equation means make said partner happy.

In accordance with the results of questionnaires and answer questions Padang TV News anchor, development politeness Padang TV News anchor, News anchor Padang TV all in accordance with the demands of the task, all they ever read the book / journal / magazine about politeness. Lack of understanding politeness Padang TV News anchor for lack of material resources politeness were read. For the development of politeness, it was time for improved politeness Padang TV News anchor, through training and enlightenment sciences politeness with the speaker experts. While providing books politeness and read through the tasks required readings by the employer to the News anchor politeness based on the book in a library Padang TV broadcasting institutions.

2. Development of Local Culture Wisdom Padang TV News Anchor

Local wisdom is a product of past cultures that should continuously hold onto life. Although local but worth the value contained therein is considered very universal. Wisdom local culture, also can make positive behavior of man in touch with nature and the surrounding environment, can be sourced from religious values, customs, advice

ancestors, or local culture, which woke up naturally in a community to adapt to the environment surrounding. Local culture need to be considered carefully television News anchor, as this can lead to failure in duty, or truly successful if the note. Skills in speaking television News anchor who refers to the cultural wisdom is essential (basic), because it may lead the event being guided and can also affect the public through the speech he told the audience. Duties presenter "News anchor" at the television studio, in general, always interacting with the speaker, reporter, penonoton in the studio and viewers at home. Berbahasanya skills, able to express their thoughts and feelings, so that in the end the viewer feel can be represented through the peeling problem of the topics being discussed.

In charge of television News Anchor speaking skills with a reporter from the scene on the ground "on the spot", and with sources in the studio, as well as answering the phone viewers, television News anchor often pay less attention to the cultural wisdom. In Minangkabau Langgam it is known as Kato, or style of speech that is appropriate with the speaker in accordance with Alam Minangkabau Cultural repertoire in the opinion of A. A. Navis and Zamris Dt. Rajo Sigoto who put forward four parts and functions of a popular style with Kato Kato Nan Ampek (word four) in the middle of the Minang community. Kato Nan Ampek namely; Kato Mandaki (Climb word), Kato Manurun (word Descending), Kato Malereng (word incline) and Kato Mandata (Words Across).

Navis (1984: 101-102), stated that, the degree of politeness expressed by one speaker will be largely determined by the situation during the substitutions. Said Nan Four/Langgam word, or style Kato, a kind of politeness or order of everyday speech language among fellow Minang according to the social status of each. This does not mean the language of the nobility and the people's language, but the difference in use is determined by who the opponent speaking. There are four styles of Kato in Minangkabau, Kato mandaki (word climbing), Kato malereang (word incline), Kato manurun (word word), and Kato Mandata (word horizontal).

In line with the Dt. Rajo Sigoto, (2008: 35) states that, for the human touch has rules referred to custom. In Minagkabau people living with the rules referred to by those who habitual. In bemasyarakat has the duty and the position that determines the relationship with other people, through words or idioms Idioms or Kato Kato Nan Ampek /Kata Nan Four. The four words are: Word Climb; Said incline; Descending

word; and the word Across.

Langgam word interpreted as a habit, ordinances, courtesy or manners of speech. Style word used when talking with others that are tailored to the person's status, because of the language showed the nation. And the level of civilization of a nation or a person indicated by the language used. Navis (1998:101) suggests four styles of Kato Minang, namely Kato mandaki (climbing word), Kato malereang (incline word), Kato manurun (word downhill), and Kato Mandata (horizontal word). Kato styles that are popular with Nan Ampek Kato is as follows;

1. Kato mandaki is the language used to interlocutors older or people who are respected, as a younger person to an older person, student to teacher, and subordinates to superiors. Kato Mandaki sentence should be regular, formal and polite. Calls to the other person must be in accordance with the dignity of the person as father, mother, sister, teacher, buya, Engku / lord and so on. According Dt. Rajo Sigoto (2008: 35), Kato mandaki also called the way up. In essence Kato mandaki and mandaki road, the two terms were synonymous in terms of Minangkabau. In respect to the action is indicated, at run time, wanted to precede an older person, ask permission first.
2. Kato malereang is the language used for the other person who respected and honored by custom and culture. Or also used when talking with people who respected among adults, such as talking to sister-in-laws, law, law. An in-law will not talk about what their family problems to the father / mother-in-law. In this case. required words ridge which uses sentences parable, satire and so on. According Dt. Rajo Sigoto (2008: 42), Kato malereang or road malereang including associating the highest attitude, this plot many uses figures of speech. As guests come kerkejut, from thirst, when presented with drinks and still felt thirsty, so guests will say; ondeh, turns glass leak ".
3. Kato manurun is the language used to talk to younger opponent. It can be seen at the time to persuade a small child, teacher to students and superiors to subordinates. Order shorter speech. Calls to the other person is used directly relevant name (if you know his name), if you do not use your word. According Dt. Rajo Sigoto (2008: 48), Kato manurun, is the language of the speaker to the lower interlocutor age or position in society. Kato manurun, usually in the form of advice and warning.
4. Kato Mandata is the language used by the other person's age and equivalent. In

addition, Mandata Kato is also used by the same social status and have a close relationship. Kato Mandhatri is used when talking with peers in everyday conversation. Usually mixed with jokes, laughter jokes or jokes. According Dt. Rajo Sigoto (200 854), Kato Mandata is the language used between the big fellow. Do not let your speech to hurt the opponent, or offensive content, and do not disparage the feelings of others.

Akbar (2000: 56), states that a person's success is not determined solely by the knowledge and technical abilities (hard skills), but rather by the ability to manage themselves and others (soft skills). Technical capability and the ability to manage themselves and others, to television News anchor, will succeed pleasing audiences if based on the style of words or word Nan Four. In general, when a television News anchor interview persons who are older and have positions, like officials or Ministers and even preseiden, without shame and embarrassed greeting using your words.

Not a success for a television News anchor, able to voice greetings scolds adopted from the western world, who greet their parents or an older person or elder for rank / position with the word "you" or you. But television News anchor has been destructive to the nation speech language Indonesian culture. Therefore, the cultural wisdom is important to note, especially for television News anchor. Because many viewers watch and consists of various backgrounds, ethnicity, education, social status and age. Based on the style of the word, which is the local culture to enrich national culture, can be a strengthening of ethics through speech language to build the nation's moral.

Based on written questions given to Padang TV News anchor, 80% said it was difficult to get a book politeness. 100% Padang TV News anchor said that they had read a book/article/journal of politeness. 30% of the News anchor has a book / article about politeness. Based on the results of questionnaires Padang TV News anchor, 80% said it was difficult to get a book politeness. 100% Padang TV News anchor said that they had read a book/article/journal of cultural wisdom. 20% of the News anchor has a book / article about the cultural wisdom. 90% stated Strongly Agree (SS) and memahamikearifan study the local culture. 100% as a television News anchor who frequently interviewed, it is necessary to use Langgam Kato to the informant. 85% Strongly Agree (SS), working environment News Anchor still use local cultural wisdom.

In accordance with the results of questionnaires and answer questions Padang TV

News anchor, against the cultural wisdom Padang TV News anchor, in accordance with the demands of the task, all the News anchor TV Padang claimed to have read the writing on the book/journal/magazine about the cultural wisdom. result of the lack of material resources of local wisdom, Padang TV News Anchor do not understand and often do not use local wisdom while on duty. In order to develop local wisdom for Padang TV News anchor, together with the development of politeness that is, time to improve the cultural wisdom Padang TV News anchor, through training and enlightenment wisdom of local culture with traditional leaders and academic sources according to experts. While providing the books of local wisdom and shall read through the task of readings by the employer to the News anchor sourced from local cultural books in a library Padang TV broadcasting institutions.

C. CONCLUSION

The success of a television News anchor is not determined solely by the knowledge and technical ability (skill) alone, but rather the ability to manage themselves and others (soft skills) in charge. Politeness and cultural wisdom News anchor who frequently interview persons and talk with the studio audience and viewers at home, can the attitudes and behaviors related to them. From the research, the majority of presenters berita not have articles / books / journals politeness and cultural wisdom. all News Anchor strongly agree to use politeness and local wisdom in charge. And all the News anchor said it was difficult to get the book politeness and cultural wisdom. Politeness and local wisdom should not be owned by a television News anchor alone, but must be owned also by all of society.

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