

ABSTRACT

This study analyzes the politeness strategies employed by Indonesian Foreign Minister Retno Marsudi during her speeches at the 78th United Nations General Debate. Utilizing Brown and Levinson's politeness theory, the research identifies four primary strategies: Positive Politeness, Bald-On Record, Negative Politeness, and Off-Record. Each strategy serves distinct contexts and purposes, reflecting the minister's diplomatic approach. The findings reveal that Retno Marsudi effectively utilizes these strategies to convey significant messages while considering factors such as social distance, ranking of imposition, and power dynamics in international relations. Notably, the study highlights the predominant use of Positive Politeness Strategy, which fosters solidarity and cooperation among nations. This research contributes to a deeper understanding of the role of politeness in diplomatic discourse and its implications for international communication.

Keywords: *Politeness Strategies, Pragmatic, Factors of Politeness Strategies, Diplomatic Communication.*

