A. Introduction

Language in principle is a tool for communicating and a tool for showing the identity of the language user community. Language is an important communication tool for human so that in fact language becomes important aspect in socializing or social interaction (Darma, 2009:1). Speech community is society that is arising from the meeting of communication or symbolic integrity by still respecting the communicative ability of its speaker without considering the number of languages or variables used. The use of a variety of standard and non-standard languages related to the situation and condition of the user (Waridah, 2009: 186). Language politeness can be seen from verbal and nonverbal and not excluded campus environment. Sociocultural norms require that people be polite in interacting with each other. It is clear that one of the functions of language is as a communication tool (Aslinda:2007).
Politeness is a rule or ethics when interacting with others. Language politeness in the community, especially students, learns that there is a norm that regulates every act of human speech that can serve to facilitate social interaction. The dimensions of language politeness take into account various aspects, one of which aims to maintain harmony among speakers when using language.

Pragmatics is a subdisciplinary of linguistic science that grows and develops. Pragmatics is the science of language that studies the conditions of human language usage that is ultimately very much determined by the context that lies behind the language. Pragmatics have the theory of politeness in communicating among human beings. This politeness is needed because there is a social status, age difference, ladder, or background of one's life in order to have a good politeness between people. It is very necessary in the process of student communication as an academic. However, even in the campus environment when using language sometimes there are irregularities concerning the ethics of language politeness principles. This makes the authors interested in conducting this research.

B. Literature Review

1. Pragmatics

Pragmatics is a branch of language that studies the structure of language externally, ie how it is used in communication. The pragmatics underlying this study are the pragmatics of continental tradition. The basic consideration is that continental pragmatic analysis has a range of studies, which include action and context. Pragmatics can not be separated from Sociopragmatic and Sociology (Tarigan, 2008:26).

Pragmatics is a science that examines the meaning of speech, whereas semantics is the study of the meaning of sentences; Pragmatics involves the study of the interaction between the linguistic knowledge and the basic knowledge of the world owned by the reader or listener (Djajasudarma, 2010: 54). The main purpose of pragmatics is to answer all the questions about the interpretation of speech that cannot be answered by the study of the meaning of the sentence solely, everything implicit in the utterances can not be explained by semantics, but succeeded by the science of pragmatics.

Pragmatics is the study of the relationship between the language and the context that is the basis for a language comprehension record, in other words, has been about the language's ability to connect and to harmonize sentences and contexts appropriately. Context is all information around the use of language, even including the use of the language around it (Preston, 1984:12). Thus things like situation, distance, place is the context of language usage. The context function is very important in the language. There are words that are free-context sentences and there are words that are free but bound to the context of the sentence (Pateda, 2010:41). Social context is determinative to individuals (Darma, 2009:43).

2. Leech's Principle of Politeness

Leech (1993) Discusses the theory of politeness by emphasizing on the basis of cost, benefits, agreement, praise or approbation, sympathy or antipathy. Leech defines the principle of politeness that is by minimizing the phrase that we believe is not polite. There are six maxims according to Leech (1993) i.e.: 1) tact maxim; 2) approbation maxim; 3) generosity maxim; 4) modesty maxim; 5) agreement maxim, and 6) sympah maxim.

C. Methodology

This research is a qualitative research by using descriptive qualitative analysis method. The purpose is to know the politeness of Indonesian language student of Muhammadiyah University of Makassar. In this study, the researchers set informants who serve as the object of research, the entire students of semester V of the Indonesian Language and Literary Education Study Program of the University of Muhammadiyah Makassar. The participants came from the students of semester V Class V-F which amounted to 39 students. However, in the study of Indonesian politeness, the writer felt quite interesting participants of 39 students with attention to the entire number of various students.
D. Findings and Discussion

1. Results

The results of data analysis from observations in research, it can be said that in the students' communication, the use of politeness was applied but often the deviation of the principle of politeness in bahasa Indonesia happened. Furthermore, in applying the maxim of politeness usually speakers and interlocuters said to show harmony at the time of communicating. However, the way of saying the sentence is not polite so that it can be responded with a negative also according to the Leech's principle of politeness. As a result there was a deviation of the principle of language politeness.

In real communication, the speakers and the spoken partners commonly use speech with a lack of clear intent and not accompanied by sufficient evidence. Through the principle of language politeness proposed by Leach can give an indication of how the attitude and character of the community concerned. Based on the results of research can It is said that in the communication of students often do not pay attention to politeness of language because some factor of which is high keegoan factor, want to make friend laugh with its speech and social stratification that exist.

2. Discussion

Research on the use and deviation of the principle of language politeness is still less applied in the student's speech. This indicates that there are various factors that accompany the communication process. Among these are the situation of conversation, the object being discussed, the individual user of the language involved, less able to see the suitability and accuracy of the vocabulary user in the conversation. Students as a generation of Indonesian users sometimes violate some of the maxims in the language. This fact shows that not always maximal politeness in the language is used, this statement can be proven through the presentation of some data in the previous analysis.

In the communication environment on the campus of Muhammadiyah University of Makassar there are indications that students communicate with fellow students, have a tendency to violate the principle of politeness. This gives a cue to indicate the factors that contribute to determining the politeness of speech in the Indonesian language, in which case a certain participant must violate the principle of politeness according to the researchers' view, it is due to the habit in the process of daily communication.

From the results of data analysis from observations in research, it can be said that in the students' communication, the use of politeness was applied but often the deviation of the principle of politeness in Indonesian language happened. Furthermore, in applying the maxim of politeness usually speakers and interlocuters said to show harmony at the time of communicating. However, the way of saying the sentence is not polite so that it can be responded with a negative also according to the Leech's principle of politeness. As a result there was a deviation of the principle of language politeness. In real communication, the speakers and partners of the speech commonly use speech with less clear intentions and are not accompanied by sufficient evidence. Through the principle of language politeness proposed by Leech can give an indication of how the attitude and character of the community concerned. Based on the results of research can be said that in communication students often do not pay attention to language politeness because of several factors of which is a factor of keegoan high, want to make friend laugh with his speech and social stratification that exist.

E. Conclusion

From the description of the use and deviation of the principle of Indonesian politeness in the Campus of Muhammadiyah University of Makassar, can be drawn a conclusion as follows: There is the realization of politeness in the form of polite and irreverent. The speech is done because the compliance and violation of the principle of politeness as the cause of the conversation between students. Violation or deviation principle of the most dominant politeness is the maxim of mercy and agreement. This is because students are more profitable for themselves and not maximizing profits for others. The student's maximization of agreement is caused by the saturation factor and specially provoked a smile to his friend or done in a joking tone or is considered a joke. From the six maxims of Leech's courtesy, there are two maxims that the least of deviations are maxim of wisdom and maxim of sympathy. This happens because the level of policy and sympathy among students is still upheld.
F. References