

NLP POLITENESS STRATEGIES: IDENTIFYING APPLICATIONS IN THE MAILSUITE WEBSITE FOR SECRETARIES

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Abstract

This research investigates the use of Neuro-Linguistic Programming (NLP) politeness strategies in email templates for secretaries within the MailSuite platform. Through qualitative analysis, key techniques identified include the Meta-Model, Milton Model, reframing, pacing and leading, anchoring, rapport building, and outcome-oriented strategies. Findings reveal that Building Rapport, Pacing and leading and Outcome-Oriented Techniques are the most dominant, present in 100% of templates. While some templates effectively utilize these strategies, others lack the subtlety needed for professionalism. This study emphasizes the importance of enhancing email communication through NLP techniques to foster more respectful and effective professional interactions.

1. Introduction

In the contemporary digital landscape, email communication is a cornerstone of professional interactions, especially for secretaries who function as essential intermediaries among executives, clients, and various stakeholders. Secretaries are often tasked with managing extensive communication, and to do so efficiently, they frequently rely on email templates. These templates must strike a delicate balance, conveying not only clear and concise information but also maintaining a tone of politeness and professionalism. The challenge lies in crafting messages that are both effective and respectful, particularly when standardization often leads to the dilution of nuanced communication.

Politeness, as articulated by sociolinguists Brown and Levinson, involves employing strategies that demonstrate respect, mitigate imposition, and foster cooperative relationships. In email correspondence, where tone can be difficult to gauge through text alone, a lack of politeness can create misunderstandings and ultimately harm professional relationships. Studies have shown that perceived politeness plays a critical role in how messages are received and interpreted, making the identification and implementation of politeness strategies vital for secretaries aiming to uphold professionalism.