Analysis of Politeness Strategies on Comments in Influencers Instagram Account

Siti Aminatus Sholehah[1], Zaenul Wafa[2]

ABSTRACT

This study aims to find out the types of politeness strategies and identifying the most dominant type of politeness strategy used by netizens on Comments Influencer Instagram accounts. The research design of the study is qualitative descriptive. The data of this research collected from netizens' comments on Influencers Instagram accounts. The data collection of thus research are observing and documenting. To get the data, the researcher used screenshot comment from Influencers Instagram account. The findings show that were 45 comments consisting of 3 Influencers accounts, each account analyzed 15 comments. In total, there are 22 Positive Politeness, 4 Negative Politeness, 11 Bald on Records, and 8 Off Records. It can be concluded that the most dominant type of politeness strategy used by netizens are Positive Politeness.

Keywords*; Politeness strategy, social media, Instagram*

Correspondent Authors;
1) Student of Universitas An Nuur,aminatussholehah01@gmail.com
2) Lecturer of Universitas An Nuur,zaenulwafa@unan.ac.id

INTRODUCTION

Language is important in communication. Humans need language as a tool to communicate with one another. Language is a communication tool which means it is used to convey thought, ideas, concepts, or even feelings. According to Yuniarti et al. (2020) that Language has an important role in human life. Humans are members of social groups, and their use of language tends to be relatively regular because they follow basic patterns of behavior expected in groups. Indahsari and Surjowati (2021) mentions that language has an interactional function since it serves to sustain relationships so that communication flows easily, such as through telling jokes, mastering jargon, and idioms used by certain conversation partners. People can communicate their ideas to other by using language. Language is required for people to communicate and interact. People need language to communicate or interact with others (Murti, 2020). Language use can be influenced by various factors, such as linguistic, social, and individual aspects as users. This statement is quite reasonable because language is part of social system.

Communication is a relational process of creating and interpreting massages that convey response (Griffin,

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics) Vol_3 No_01 Edisi 20 Juni 2023

1

2011). According to Murti (2020), Communication Education is the process by which an individual, or individuals, groups, organizations, and society create and use information to interact with the environment and other people. The purpose of communication is to share knowledge or experience through speaking, writing, gestures, and broadcasting. The ability to communicate in terms of communicating words or expressing thought can be categorized into social, individual, and linguistic acts. It will be easier to understand a conversation if the speaker delivers what is relevant to the situation. There are cultural variances, and people have different linguistic characteristics, which affect communication strategies. As a result, cultural and geographical factors can influence communication differences.

One of the important things in communication is Politeness. Politeness is a language study with a pragmatic theory. Pragmatism is the study of the relationship between linguistic forms and their users (Yule, 1996). Politeness is employed in society to understand communication (Silitonga & Pasaribu, 2021). Politeness is procedure or manners in communicating that aims to respect each other in communication. People who communicate must ounderstand how to keep the conversation running smoothly. As a result, people must employ politeness strategies in order to get a positive response from listeners. This strategy is used to minimize or avoid conflict and create social harmony.

Silitonga and Pasaribu (2021) Politeness is one of the phenomena found in everyday communication. Politeness is a language study whose pragmatic theory is used. Language is designated as a sociocultural construct that rational language users utilize strategically in context, considering the possible perlocutionary effects their speech in terms of negative and positive politeness. When conversing with others, one of the important things is politeness. Politeness applies to all persons who use language as a way of everyday conversation to enable good social interaction with other people in their lives, not just to social grouping. When we use politeness strategies to communicate, we respect one another and reduce misunderstandings.

Currently, communicating is done not only directly, there are many media that can be used to communicate, one of which is social media. YouTube, Instagram, facebook, Twitter, Line, Pinterest, WhatsApp, Tik-Tok, Snapchat, Skype, and Linkedin are popular social media platform (Amalia Hafid, Serliana, et al, 2022). Social media is considered as the most effective method of communication today because it allows people to communicate with others at

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics)
Vol_3 No_01 Edisi 20 Juni 2023

2

any time. This information technology-based media serves a variety of communication functions. People utilize this media to promote program, shape public opinion, broadcast important events, especially political concerns, and to manage interpersonal connections within their own groups. Social media is also used to discuss contemporary environmental and cultural issues (Chandra, 2021). Along with the rapid growth of technology in the last few decades, the internet has had a significant impact in developing ways of communication between people. It has the power to erode barriers between nations while also providing personal space for expression. These many social networks frequently combine communications to satisfy user needs while also providing security and convenience.

Instagram is decribed by the Cambridge dictionary as the name of social networking site for taking, converting, and sharing images and videos. Instagram is also social media where users can share information, news, and current events around the world (Mulyana, 2021). This phenomenon is believed to continue to occuur instagram users grow every day. Instagram is used not only as a communication tool, but also to communicate people's thought and opinions.

According to the Influencer Marketing Hub website, an influencer is someone who has authority, knowledge, position, or relationship with the public to influence other people's decisions. An influencer is someone who has an effect on others, including society. Now many people become influencers, this cannot be separated from how much power or influence they have on society at large. politician, artist, youtubers, officials and many others among them.

This research focuses on Instagram comments, the researcher choose Instagram from several Influencers as an object because from Influencers we know the response from society. The researcher want to know how netizen communicate with them.

Sam Smith, Billie Eilish, and Adele are some Influencers' Instagram account that will be analyzed. Sam Smith is a British singer and writer of extraordinary abilities, Billie Eilish is an American singer and songwriter, Adele is an English singer and songwriter. I chose these 3 Influencers because they were quite active on social media, especially Instagram. I chose Sam Smith because he is controversial celebrity. I chose Billie Eilish because she is a phenomenal singer and actress. I chose Adele because she is a singer who has many famous songs and idolized by netizens.

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics)
Vol_3 No_01 Edisi 20 Juni 2023

3

Based on the explanation above, the researcher is interested to conduct research about An Analyzing of the politeness strategies on comment Influencers Instagram account.

This analysis is focused on analyzing politeness strategies on comments influencers instagram account by using a theory proposed by Brown and Levinson (1987). Therefore, the problems of analysis can be stated as what types of politeness strategies are used on comment influencer instagram account and how to analyze them to find the most dominant types. Thus, based on the analysis problems, the purpose of this research are formulated to identify the types of politeness strategy and to find out the most dominant type of politeness strategies used on comments influencers instagram account..

RESEARCH METHOD

This research uses a qualitative design to present data in the form of qualitative descriptions. It focuses on analyzing Instagram comments related to politeness strategies used by netizens on influencers' accounts. The chosen influencers are Sam Smith, Billie Eilish, and Adele, known for their fashion style and significant presence on social media. Data collection was conducted on Instagram's primary internet platform, starting from May 22, 2023. Primary data involves comments directly collected from Instagram posts, while secondary data includes information from e-books, e-journals, and previous studies. The researcher employed observation and documentation methods to collect data. Data analysis utilized a referential method based on relevant theories, involving identification, classification, description, interpretation, and reporting of conclusions.

FINDINGS AND DISCUSSION

1. Findings

The data for this research was collected from netizens' comments on Influencers Instagram accounts. Data collection has been carried out since May 20, 2023. Sam Smith, Billie Eilish, and Adele were some of the Influencers' Instagram account that will be analyzed. The researcher focused this research on comment in Influencers Instagram account, which was concerning on fashion style. The researcher took 15 comments from each Instagram account, so there are 45 comments analyzed.

The data comes from netizens comments that contain politeness strategies. Below are the data that researchers have obtained:

a. *Positive Politeness*

Positive politeness is also usually seen in groups of people where they, in social situations, know each other

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics)
Vol_3 No_01 Edisi 20 Juni 2023

4

well. In this research, netizens use more positive politeness in interacting with influencers. Here are some excerpts of the comments which content positive politeness strategy.

SS10 *"I see u happier and sexy than ever"*

BE8 *"The show was so good wow"*

A3 *"Adele you are the most beautiful woman"*.

The comments above show that netizens of the 3 influencer accounts use positive politeness to maintain positive relationship. The comments show that netizens give appreciation and approval to the influencers.

b. *Negative Politeness*

Negative politeness focuses on minimizing the imposition to the hearer. Netizens may use several ways in applying negative politeness to the other, such as minimizing imposition, apologizing, being indirect.

SS11 *"congrats on the win, but maybe not such evil sh**t next time for your performance"*

BE10 *"Billie forgive me I couldn't go to your concert"*

A15 *"mam u in that dress like fire"*

Netizens of Sam smith account try to avoid the use of language that is too emotionally hurtful. Billie's netizen use apologizing to express regret for their inability to maintain a harmonious relationship. Meanwhile, Adele's netizen use indirect language to express their feeling.

c. *Bald on Record*

The primary reason for Blad on record usage is that whenever speaker wants to do FTA with maxium efficiency more than he wants to satisfy the hearer's face. There are some utterances of bald on strategy use on comments:

SS5 *"Satanic ritual clearly pay off"*

BE7 *"Billie Eilish you is lesbian"*

A9 *"OMFG you is so perfect"*

Netizens use the bald on record strategy to directly critic to influencers without attempting to minimize the treat.

d. *Off Record*

Off record strategy as the use of indirect language to remove the speaker from potential to be imposing (Mutmainah, 2018).

SS1 *"What's the L for?? Lucifer"*

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics)
Vol_3 No_01 Edisi 20 Juni 2023

5

BE2 *"Oh god she's feeding us"*

A4 *"Anjirr dia pake kebaya dari Indonesia anjayy. As you know you are wearing Indonesian kebaya, clothes belonging to Indonesians culture, Iam very proud of you wearing kebaya"*

Sam's netizen using an ironic to express speaker's irrespective by saying Lucifer. Billie's netizen using metaphor, because the word feeding means of giving food while billie just doing sing a song. Its mean that netizens really feel comfort when enjoying billie's song. Meanwhile in adele's netizen, he giving overstate. He says more than necessary.

Table 1. The frequency of Politeness Strategy

Influencers	Politeness Strategy			
	PP	NP	BOR	OR
Sam Smith	4	2	5	4
Billie Eilish	6	1	5	3
Adele	12	1	1	1
Total	22	4	11	8

From the table above, it can be seen that the politeness strategies are categorized into four category, they are Positive Politeness (22), Negative Politeness (4), Bald on record (11) and Off Record (8). The first most dominant type of Politeness strategy is Positive Politeness. It is for about 22 Positive Politeness.

2. Discussion

In Sam smith's post they gave positive response there are 4 comments that used positive politeness strategy (2), (6), (7), (10), then there are 2 Negative politeness strategies on the data (11) and (15). Next is Bald on record, there are 5 comments on that are data (4), (5), (9), (12), (14). And the last is Off Record, there are 4 comments that are data (1), (3), (8), (13).

From the sam smith's instagram account, the most dominant politeness strategy used by netizens is Bald on Record that are 5 comments by netizens because they disagree with sam smith post about the song that winning a grammy award entitle unholy that indicate satanic ritual. Most of the comment show direct and clear expressions of opinions without reduce their intensity.

In Billie Eilish's post they gave positive response there are 6 comments that used positive politeness strategy (18), (19), (20), (23), (29), (30) then 1 comment that used Negative politeness strategies on the data (25). Next is Bald on record, there are 5 comments on that are data (22), (24), (26), (27), (28). And the last is Off Record, there are 3 comments that are data (16), (17), (21).

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics) Vol_3 No_01 Edisi 20 Juni 2023

6

From the Billie Eilish's instagram account, the most dominant politeness strategy used by netizens is Positive Politeness that are 6 comments by netizens because they appreciated with Billie Eilish.

In Adele's post they gave positive response there were 12 comments that used positive politeness strategy (31), (32), (33), (35), (36), (37), (38), (40), (41), (42), (43), (44), then 1 comment that used Negative politeness strategies on the data (45). Next is Bald on record, there is 1 comment on that is data (39). And the last is Off Record, there is also 1 comments that is data (34).

From the Adele's instagram account, the most dominant politeness strategy used by netizens is Positive politeness there are 12 comments by netizens because many netizens appreciated the show of Adele because her luxury black dress. So most comment used are Positive politeness.

It can be conclude that Positive Politeness strategy is mostly used in the comments of the Influencers Instagram account. This strategy is used approximately half of the whole comment there are 22 out of 45 comments.

CONCLUSION AND IMPLICATION

From the analysis, it can be infered that in the comments of Influencers Instagram account, four politeness strategies are used. There are Positive Politeness, Negative Politeness, Bald on Record, and Off Record. There were 45 comments consisting of 3 Influencers Instagram accounts. In total, there were 22 Positive Politeness, 4 Negative Politeness, 11 Bald on Record, and 8 Off Record. The Dominant type of politeness strategy used Positive Politeness. Based on the data, this is because most of netizens appreciate with the thougts of Influencer. So, netizens more often comment on Instagram using Positive Politeness to express their approval and Appreciation. This research can help in understanding communication on social media and can help the student develop communication skill and improve their understanding of English pragmatics.

REFERENCES

Amalia Hafid, R., Serliana, S., Gusnawaty, G., & M. Said, I. (2022). Teenagers Language Politeness Strategy on Social Media WhatsApp Based on Level of Education. *Al-Lisan*, *7*(1), 37–50. https://doi.org/10.30603/al.v7i1.2396

Chandra, O. H. (2021). Politeness in the Use of Language in Social Media. *E3S Web of Conferences*, *317*, 02027. https://doi.org/10.1051/e3sconf/202131702027

Griffin, E. A. (2011). A FIRST LOOK AT COMMUNICATION THEORY. In *McGraw-Hill* (Eighth edi). New York: McGraw-Hill.

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics)
Vol_3 No_01 Edisi 20 Juni 2023

7

Indahsari, V. A., & Surjowati, R. (2021). Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta. *Linguistics and Literature*, *4*(1), 10–20.

Mulyana, N. (2021). Politeness Strategies on Instagram : a Cyberpragmatics Perspective. *Prosiding Seminar Nasional Linguistik Dan Sastra (Semnalisa)*, (978-602-5872-78–5), 200–206.

Murti, R. W. (2020). *An Analysis of Politeness Strategies on Comments Indonesians' Politician Twitter Account*.

Mutmainah, I. (2018). Politeness Strategies Used by the Main Character in Spongebob Squarepants Movie. *139 | Jelts*, *1*(2), 139–147.

Silitonga, N., & Pasaribu, A. N. (2021). *Politeness Strategy Used by Indonesian Netizens and Anies Baswedan ' s Twitter and Instagram Account*. *4*(2).

Yule, G. (1996). *Pragmatics.* Oxford: Oxford University Press.

Yuniarti, E., Yuniarti, E., Natsir, M., & Setyowati, R. (2020). Positive Politeness Strategies on Catwoman Movie. *Ilmu Budaya: Jurnal Bahasa, Sastra, Seni Dan Budaya*, *4*(2), 264–276. Retrieved from http://e-journals.unmul.ac.id/index.php/JBSSB/article/view/2851

English Education Department : Journalistics (Journal of English Language Teaching and Applied Linguistics) Vol_3 No_01 Edisi 20 Juni 2023

8