

CHAPTER I INTRODUCTION

A. Background of the Study

Politeness can be described as a strategy for minimizing confrontation in conversation—both the likelihood that it will happen at all and the likelihood that it will be viewed as threatening (Lakoff in Leech, 2014). In order to preserve the social harmony and goodwill that allow us to presumptively believe that our interlocutors are being cooperative in the first place, people should be courteous to one another (Leech, 1983). According to Brown and Levinson (1987) Politeness, like formal diplomatic protocol (for which it must unquestionably be the model), assumes that potential for aggression while working to disarm it and facilitates communication between potentially aggressive parties.

Politeness in interaction can be interpreted as a means to show awareness of other people's faces. Meanwhile, Watt (2003) asserted that using politeness in conversation is a way to protect the feelings and reputation of others. Being polite typically entails being considerate of others' feelings. It implies using other people's faces as well as your own. In other words, a good relationship will develop when people feel at ease with one another.

It is crucial to comprehend politeness. Many people mistakenly believe that being polite only requires saying please, sorry, excuse me, and thank you. There is a function for politeness. Speaking to people appropriately at the appropriate time and place is an important part of being linguistically polite. To choose the most appropriate form of politeness to use in a given situation, people must first be aware of the context in which they are speaking.

Furthermore, Watt (2003) stated that politeness is not something people are born with, but people have to learn and be socialized into, and no generation has been short of teachers and handbooks on etiquette and correct behaviour to help them acquire polite skills. It means that politeness is something that crucial to be learnt. Conducting research of politeness is suggested to dig deeply the scope related to its principles. According to Holmes (2003), politeness is the expression of concern for the others feelings. Leech stated that all the things could be equal if the speaker is able to minimize impoliteness feelings and maximize a sense of politeness.

Several studies have been done previously related to politeness strategy. Politeness can be found in various contexts, including in talk programs, politeness used by foreign language learners, the comparison of politeness strategy used by native and non-native speakers, politeness strategy reflected by certain culture, politeness strategy in classroom interaction, social media, and movie.

Research of politeness strategy on podcast or talk programs had been explored by Hartati (2021). She used Sule's podcast as data source. Research of politeness strategy in social media also is also explored by Mulyana (2021) who examined politeness strategy in comment section of WHO's Instagram post about COVID-19. Study of politeness strategy on movie entitled *Jane Eyre* was carried by Wulandari (2019). The findings of the study revealed that there are ten politeness maxims found in *Jane Eyre* movie. Politeness by foreign language learner was conducted by Mohamad and Saad (2020), who examined the politeness strategies used by Malaysian and Arab students in making requests. It is also by Mahmud (2021) who examined politeness strategy used by Indonesian learners of English, that was also similarly studied by Ceriyantina (2019). Expanding the focus of the study, Perez (2019) not only studied politeness strategies among native and non-native speakers but also the way they have been taught by the comparison of politeness strategy revealed by native and non-native speakers. Other similar study was carried by Chinmoso (2019), who examined the use of politeness strategy by Igbo native speakers in Nigeria, This study was a cross-sectional structured questionnaire (DCT) based survey, total of 3000 copies of questionnaire in the form of Discourse Completion Task (DCT).-By focusing on refusal to requests used by Ambonese community, Azwan (2018) determined the politeness strategies and their affects on social relationship among Ambonese. This study implemented Brown and Levinson's (1987) politeness theory. The results showed that Ambonese people more likely to combine more than two or three strategies in refusing requests.

During the pandemic of Covid-19, politeness was very crucial in online communication, especially in social such as facebook, twitters, tiktok and Instagram. According to Kuligowski (2020), Instagram has one billion users as of 2020, it has been among the most widely used social media platforms in this century. Almost everyone in the world uses Instagram, including the president as well as celebrities, artists, and movie producers. People use Instagram to share user activities, learn about other users' activities, and to communicate. Instagram includes user-submitted images, videos, and

captions. Instagram performs tasks like advertising, running a business, and displaying activities in pictures and videos. We can like and comment on Instagram images and videos to express our feelings about them. Because of the indirect language used, the comments fall under the category of written verbal communication.

The present study looked into a social phenomenon that is currently happening but has not been studied; the use of politeness in social media, as opposed to earlier research. There are few studies that have investigated politeness in Instagram, for example Mulyana (2021) and Joshua(2021).The function of the present research was to continue research by Mulyana (2021) that obtained the data right at the beginning of the Covid-19 outbreak. This present research focused to investigate the politeness strategies on Comments section in WHO's Instagram Post, after the outbreak: *Global Emergency of COVID-19 is Over* used by netizen starting at 7th May 2023, by using theory of politeness by Leech (1983), that was different from Mulayana (2021) who used Brown and Levinson's (1987) as the underlying theory.

This research is entitled “*politeness strategies of comments toward WHO's instagram post: global emergency of covid-19 is over*”. The study employed Leech's (1983) theory of politeness. According to Leech (1983) being polite entails minimizing the confrontation and maximizing the benefit to the speaker or listener. Thus, the Politeness Principle is composed of six maxims. The first maxim is Tact Maxim to minimize the costs to others and maximize the benefits to others. The second maxim is maximum generosity that benefit to self is minimized and cost to self is maximized. The third maxim is the maxim of approbation that requires minimizing the disapproval of others and maximizing the praise of others. The fourth maxim is the maxim of modesty in which participants must minimize self-praise and maximize self-loathing. The fifth maxim is the maxim of agreement to maximize agreement between self and others and to minimize disagreement between self and others The sixth maxim is the maxim of sympathy to minimize antipathy between self and others and maximize sympathy between self and others. In this case, the success of others is to be congratulated. Here are some examples of politeness principles

- “*please keep the sanitary*”, as tact maxim, because the speaker was minimizing cost to others.
- “*This statement is cool*”, as approbation maxim, because the speaker was maximizing praise to others

- “Prayers of healing and love to those who still struggle”, as sympathy maxim , because the speaker was minimizing antipathy to others

B. Focus of the Study

Based on the background above, this study formulated two problems as the focus of the study to examine the politeness strategies used by netizens in Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*. Then, the focus are as follows:

1. What are the types of politeness strategies used by netizen in Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*?
2. What are the intentions of the netizens on using politeness strategies on Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*?

C. Objective of the Study

Based on the problem which have formulated as the focus of the study to analyze the politeness strategies which appeared in Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*. The purpose of the study are as follows:

1. To describe the types of politeness strategies used by netizens in Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*.
2. To know intentions of the netizens on using politeness strategies on Comments section in WHO’s Instagram Post: *Global Emergency of COVID-19 is Over*.

D. Benefit of the Study

This chapter discusses the benefits that can be taken from this study. There are two benefits which are theoretical benefits and Practical benefits.

1. Theoretical Benefits

This research is expected to add insight and knowledge about the politeness strategies reflected in social media, this research is also expected to be used as a means of developing knowledge that can be discussed and studied on the lecture bench and can be a reference for future researchers.

2. Practical Benefits

a) For linguistics lecturer

This research is expected to develop the writer's knowledge and be a useful tool in implementing the writer's knowledge about politeness strategies reflected in social media.

b) For future researcher

This research is expected to contribute to the development of knowledge about the politeness strategies reflected in social media.