

POLITENESS STRATEGIES OF COMMENTS TOWARD WHO'S INSTAGRAM POST: *GLOBAL EMERGENCY OF COVID-19 IS OVER*

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Abstrak

Kesopanan merupakan salah satu cabang pragmatis. Ini adalah strategi untuk meminimalkan konfrontasi antar peserta komunikasi. Penelitian ini mengkaji strategi kesopanan yang dilakukan netizen pada postingan Instagram WHO yang berjudul: *Global Emergency of COVID-19 is Over*. Penelitian ini bertujuan untuk memperjelas jenis-jenis strategi kesopanan yang digunakan oleh netizen pada bagian Komentar di Postingan Instagram WHO: *Darurat Global COVID-19 Sudah Berakhir* dan untuk mengetahui niat netizen dalam menggunakan strategi kesopanan pada bagian Komentar di Postingan Instagram WHO: *Darurat Global COVID-19 Sudah Berakhir*. Penelitian ini termasuk dalam kategori metode deskriptif kualitatif. Data penelitian ini diambil dari kolom komentar WHO di postingan tertentu. Bentuk datanya adalah tuturan yang mengandung strategi tuturan kesantunan. Penelitian ini menerapkan teori dari Leech (1983) yang bernama Prinsip Kesopanan. Leech mengajukan enam maksim, namun penelitian ini hanya menemukan lima maksim pada kolom komentar WHO pada postingan tertentu, yaitu Maksim Kebijaksanaan, Maksim Kemurahan Hati, Maksim Persetujuan, Maksim Perjanjian, Maksim Simpati. Dalam menyampaikan strategi kesantunan netizen mempunyai fungsi yang spesifik dan tertentu.

Kata Kunci: Pragmatik, Strategi Kesopanan, Instagram

Abstract

Politeness is one of pragmatic's branch. It is a strategy for minimizing confrontation between participant in communication. This research examined politeness strategy carried by the netizen on WHO'S Instagram post entitled: *Global Emergency of COVID-19 is Over*. This research aimed to clarify the types of politeness strategy used by netizens in Comments section in WHO's Instagram Post: *Global Emergency of COVID-19 is Over* and 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*. This study categorized as descriptive qualitative method. The data of this study were taken by WHO's comment section in certain post. The form of the data was utterance which contain the utterance of politeness strategy. This research implemented the theory from Leech(1983)named Politeness Principle. Leech Proposed six maxims, but this research only find five maxim on WHO's comment section in certain post, which are Tact Maxim, Generosity Maxim, Approbation Maxim, Agreement Maxim, Sympathy Maxim. In delivering politeness strategy the netizen has specific and certain function.

Keywords: Pragmatics, Politeness strategy, Instagram

1. INTRODUCTION

It's 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 (2019) 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. politeness strategy.

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 beggining 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 instragram 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

2. METHOD

This research employed qualitative approach. According to Bodgan and Biklen (2007) a qualitative approach is research bringing about the descriptive data in the written and oral form data from the subjects of the research being investigated. It is concerned with providing the description of the phenomena which occur naturally without any intervention of an experiment treatment. Krathwohl in Taylor (2016) states that qualitative research is research which describes phenomena in words instead of numbers or measures.

To analyze the politeness strategy reflected by netizens in Comments section in WHO's Instagram Post: Global Emergency of COVID-19 is Over the design of qualitative method which implemented is descriptive. As the stated of Miriam (2015) descriptive means that the end product of a case study is a rich, “thick” description of the phenomenon under study. Thick description is a term from anthropology and means the complete, literal description of the incident or entity being investigated. the writer concludes that descriptive qualitative research is a method to analyze the politeness strategy (phenomenon).

The data of the research were comments in WHO's Instagram post: Global Emergency of COVID-19 is Over, the data included 100 comments with the most liked by the netizens started from 7th may 2023 until 21th may 2023. Meanwhile, the source of the data is WHO's Instagram post: Global Emergency of COVID-19 is Over was retrieved from:

(<https://www.instagram.com/p/Cr3S7joIQ31/?igshid=NTc4MTIwNjQ2YQ==>)

3. FINDING AND DISCUSSION

3.1 Findings

In pragmatics, politeness is concerned with ways in which the relational function in linguistic action is expressed (Kasper 2007). In other words, it concerns how language is employed in a strategic way to achieve such aims as supporting or maintaining interpersonal relationships.

The researchers who participated in this study also use your own perspective and evidence knowledge for evaluating politeness strategies engaged by the netizens. This study aimed to clarify the politeness and the netizens intention of using it.

Table 1. Type of politeness strategy used by netizen

No	Type of politeness strategy	Total	%
1.	Tact Maxim	2	5,88%
2.	Generosity Maxim	3	3,93%
3.	Approbation Maxim	16	31,37%
4.	Agreement Maxim	18	35,30%
5.	Sympathy Maxim	12	23,52%
Total		51	100%

The table above showed the finding of politeness strategy types used by the netizen on comment section in WHO's Instagram Post: Global Emergency of COVID-19 is Over.

Table 1. The intention of netizen for using politeness strategy

No	Netizens's Intention	Total	%
1.	Requesting	2	3,93%
2.	Promising	3	5,88%
3.	Complementing	13	25,50%
4.	Showing Relief	9	17,64%
5.	Stating Assertion	12	23,52%
6.	Condoling	2	3,93%
7.	Congratulating	3	5,88%
8.	Lamenting	7	13,72%
Total		51	100%

The table above showed the finding of netizens' intention in using politeness strategy on comment section in WHO's Instagram Post: Global Emergency of COVID-19 is Over.

3.2 Discussion

Politeness principle by Leech (1983) was used by this study to answer the first research question. Leech proposed six strategies which are Tact Maxim, Generosity Maxim, Modesty Maxim, Approbation Maxim, Agreement Maxim, and Sympathy Maxim. However, this study did not find the existence of a modesty maxim. The netizens used the politeness strategies both

for expressing their feeling and stating their thought. Every strategy came up with certain function, also specific intention of using it.\

Concerned to the type of politeness principle, this present study found that agreement maxim was the dominant type used by the netizen in comment section. There were eighteen data of fifty-one data which belonged to agreement maxim. Most of agreement maxim underlined the reasons of stating assertion and showing relief. This possibly occurred because the netizens felt happy about the declaration also the netizen had waited more three years for this declaration. Agreement Maxim took a part to assert the netizen thought about the declaration which agreed with WHO's statement. It was different with the finding of Wulandari (2019) which showed disagreement of others opinion but to make it polite as the main reason on using Agreement Maxim

Approbation maxim was at the second place in percentage degree of politeness strategy. This maxim intended to compliment and to show how the netizens feel relief as the level of COVID-19 emergency reduce. The netizen used the approbation maxim to praise people's effort in all aspects during the suffering phase of pandemic as the netizen know well how hard was that phase. The same underlying reason also reported by Santoso (2021) which stated praising others achievement was backgrounded the use of Approbation Maxim.

While sympathy maxim was at the third place. The netizen uttered the sympathy maxim to show sympathy because the number of the victim of COVID-19. In other word, the netizens on comment section felt both of happy and sorrow, as the declaration finally came up but also a large number of victims of it. In other words, the sympathy maxim took a role to express sympathy, as the netizens condoled the victim, and lament the effect of the virus, also to congratulate the succeed of people's effort while facing the pandemic situation. Then, a bit different with Santoso (2021) who reported the underlying reason on using sympathy maxim were asking others condition and congratulating.

The main reason of using generosity maxim was informing. Generosity maxim was used by netizens to inform a certain act of netizen after hearing about the statement from WHO. However it was reported differently by Santoso (2021) who found the underlined reason in using generosity maxim was offering help. This possibly happens because the comment section is not only commented on by people in one area but from all over the world.

Tact maxim was the lowest number of data in this research, as it only occurred twice and both underlined reasons are requesting. Concerning to Tact maxim, Wulandari (2019) found that the underlining reason in using tact maxim was commanding, asking for help, requesting. The

present study only found the underlined reason in using tact maxim is requesting. Generally, the netizens used tact maxim to request other netizen, in order to reduce the spread of the virus

4. CLOSING

The truth is the netizen's politeness comes up with a certain function, and also a specific intention on using it. But it cannot be concluded in the same line that the certain intention only could be proposed by certain politeness strategy. This situation limits the function of the strategy, as the act of showing relief not only expressed by Agreement Maxim, because by using Approbation Maxim people also could show how they relief about certain things. The use of politeness strategy and the following intention of it depends on the context situation.

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