

## **Analysis of Politeness Strategies Contained in The Denny Sumargo Instagram's Comments**

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### **Abstract**

Politeness is a strategy in communicating with other people so that words sound better and don't sound rude. There are several types of politeness strategy; namely direct politeness, negative politeness, positive politeness and indirect politeness or off record. However, the focus of this research is only two types, namely positive politeness and negative politeness. This research aims to analyzed how the politeness strategies are contained in Denny Sumargo's personal Instagram comments. This research used descriptive qualitative method. The first step the researcher looks for a video on Denny Sumargo's Instagram, then choose one that is used as the object of research and looks for comments and read them one by one that contain politeness and then analyzed the comments. From the results of data analysis, there are 20 comments containing politeness. Where are 14 pieces containing positive politeness and 6 pieces containing negative politeness. That's way, in the object of this research found more positive politeness.

**Keywords:** Politeness; Kinds of Politeness; Instagram

### **INTRODUCTION**

Language is a tool that humans use to communicate with others. Every activity must always use language whether spoken or not because speaking is a means of conveying intentions, desires and goals to listeners. According to Widhiarso (2005), language is a medium without the boundary that carries everything within it, that everything contained within the field is able to create human understanding so that it is possible to understand human forms understand. Where is the function of language to understand each other's aims and objectives goals between interlocutors. Therefore, communication is relational processes of creating and interpreting messages that evoke responses Griffin (2012). That is why language is important in human life because without our language cannot communicate and understand each other's intentions and goals.

As social beings, we must have our own way of speaking, it can be in a gentle way, good speech, easy to understand and so on. In addition, the language used when speaking also needs attention. As we know, language is a system for being able to communicate with other people whose purpose is to convey intentions, ideas and things that are deemed necessary to convey. When talking there are many aspects that need to be considered such as: age, ethnicity, power, gender and context. In linguistics, there is a branch of science that studies the relationship between the external context of language and the meaning of speech through the interpretation of the speaker's situation. Where the branch of science is pragmatics.

However, we often hear about the semantics and pragmatics. These two things cannot be separated because they are always connected. Though difference between the two. If semantics study linguistics meaning or meaning is that is internal. Meanwhile, pragmatics studies the meaning of speaker or the meaning in the speaker is also external in nature which related to the context. According to Yule (2014), pragmatics is a branch of science that studies the relationship between language and language users. So, language users certainly have their own language with their interlocutors. In pragmatics itself, there is a lot to learn. For example, implicature, humor, speech acts, politeness, modifiers, conventional expressions and others. To give a good first impression when speaking, we must use polite language so as not to offend other people. With whomever we will interact, this needs to be considered.

Politeness is how we speak in showing respect, appreciating our interlocutors. Politeness has many types, such as positive politeness and negative politeness. However, to discuss the types of politeness, we must know more about the definition of politeness itself. According to Lakoff in Mansoor (2018), politeness is the system regarding interpersonal relationships is designed to minimize misunderstandings or conflicts and provocations when interacting with others, this means that politeness focuses on how one should speak politely so that it seems more respectful of the other person without causing problems.

When we use politeness strategy of expression, that is we respect each other and reduce misunderstanding. There are other ways to avoid misunderstandings that occur in interactions, especially in civilization, for example to show politeness or good attitude towards others. Courtesy displayed in certain cultures in order to reduce distractions created in social interactions. Politeness can not only be found in interactions of everyday life, but also we find other indirect interactions such as talk shows, movies, story books, and people's comments about social media accounts such as Twitter and Instagram.

Instagram is a fairly global platform that many people have used to show the general public about their activities uploading videos or photos in posts on their personal pages. According to Macarthy (2015, p. 191) Instagram is a social media

application that is based on someone who likes visuals and has fun features to use in capturing photos, to be uploaded to a feed page that can be seen by many people. Instagram is known by another name, namely photo sharing which means social media which is very popular today because it has things that can attract its users, namely effects on photos or called filters. Actually Instagram can be said to be similar with Twitter, you can follow other people and can also follow us back. Besides that we can like each other what they post either in the form of photos or videos. The reason Instagram is a very social media popular now is because it has many interesting effects. Most of the effects contained in this application is capable changing instant photos and videos can be seen from the color, lighting and type of photos can be changed and made interesting.

Without realizing it, when using social media like Instagram, sometimes we give our responses or comments freely and at will on other users' Instagram posts. Whether it's bluntly, code and other subtle innuendos. In addition, most social media users when giving comments are based on personal opinion, on the feelings or behavior of social media users in expressing these words. Meanwhile, Dans (in Maros & Rosli, 2017: 132) states that people become 'kind-hearted' in social media communications. Therefore, keeping your face and using politeness strategies when making comments is very important. This needs to be considered because there will be many visible impacts

From the explanation above, it can be concluded that the researcher is interested in raising the title of this study for the reason that many people use this Instagram application in their daily lives so they can be wiser in commenting. Especially if we disagree with someone's words. There is no need to say harsh words, because it can be conveyed in more polite words so as not to hurt other people's feelings. This politeness is one of the keys to success in communicating because it can increase friendship. Politeness is also needed so as not to lead to incorrect opinions and avoid misunderstanding.

## **LITERATURE REVIEW**

### **Politeness**

This section will explain in more depth the theories that support this research, ranging from the general to the specific. Pragmatics is a branch of linguistics that is closely related to what is implied by speakers and listeners by concluding something based on supporting factors such as situational context, individual mental state, dialogue, culture, choice of words and so on.

According to Yule (2014), there are four notions of pragmatics. First, pragmatics relates to the study of the meaning uttered by speakers and received or interpreted by listeners. Second, pragmatics examines how to interpret a meaning based on certain

contexts and circumstances. This is very influential, because the meaning will differ depending on the context. For example, who are we talking to, when is the conversation taking place, or where is the conversation taking place. Third, pragmatics discusses concluding what the speaker said. This is related to implied meaning and explicit meaning. Fourth, pragmatics is the science of language which deals with ways of expressing things based on certain approaches, for example social approaches, conceptual approaches and others.

Politeness is used to understand the conversation between each other in social life. Especially in communicating, we as social beings need to know how to talk to other people to sound good. Therefore, we need to use Politeness strategies for getting a good response from their listeners. It's because of this strategy used to avoid conflict, problems and to maintain gentle and harmonious interpersonal Spencer-Oatey social relationships suitability (2000:280).

Politeness aims to create an environment in which others feel valued and comfortable. Brown and Levinson's politeness concept is the basis of this research. There are two types of faces: negative faces and positive faces, namely Brown and Levinson defines it as public self-image. A positive face is marked by desire for social acceptance or the desire to be seen as desirable by at least some other people. That the fundamental claim to have freedom of action and disorder is one with a negative face.

Goffman's notion of the face is similar to the positive face, the notion of self-image outlined in terms of social aspects that are acceptable in social interaction, especially verbal interaction. Modesty is a reasonable gesture that strategically limits behavior that is detrimental to someone's face. Face is a facial threat that can be made in the form of FTA (Face Threatening action). For Brown and Levinson FTA is speech that threatens the listener or speaker by acting in a way that is not expected of others. According to Yule, FTA is an action which harms the positive or negative face of the listener.

According to Brown, P., and Levinson (1987), politeness is also related to the concept of "face" contained in various politeness strategies that aim to minimize misunderstandings in delivery or better known as FTA (Face Threatening Act). This theory is divided into four politeness strategies, namely (1) direct politeness, (2) negative politeness, (3) positive politeness, and (4) indirect politeness or off record.

The act of politeness in language is a way communication must pay attention to ethics. Ethics or manners in communication must link power and meaning (Kusno and Rahman, 2016). The adherence of speech participants to communication ethics can make speech relationships harmonious or run smoothly. That's what Tamrin said (2014) politeness is an effective communication strategy to avoid conflict between individuals in a communication.

In communicating with others, people use politeness for reflection and liking. Using politeness strategies in everyday conversation can save the listener's face. This

research only focus in two types of politeness, namely:

### 1. Positive Politeness

Wardhaugh (2006) cited in Kamsali (2017), says different indications for moving towards complete harmony through friendship, use of greetings, and use of informal language: we treat others as friends and partners, not forcing them, and not at all. their threatening faces.

Positive politeness is oriented towards the positive face of the speech partner. described in Brown and Levinson that positive politeness is approach-based. It means face potential damage from certain actions is minimized by 'getting close' to him. Treat the recipient as friends, relatives, group members is the implementation of the approach. Acknowledging the recipient's services is another approach-based strategy for minimization threat. Some strategies minimize threats by using positive politeness and them linguistic realization as stated in (Choyimah, 2015: 65).

Positive politeness strengthens the relationship between speaker and audience friendly and express group reciprocity to reduce the distance between they. According to Brown and Levinson [1], this strategy seeks to overcome interests, needs, wants, and goods. Positive strategies address the need for a positive face or want to connection from interactan. According to Brown and Levinson, positive politeness is considered less polite than negative politeness. The main purpose positive politeness is to establish a level of familiarity with the listener. Possible called intimate language or code. Joking and popular forms of greeting can be used to do this. It contains "friends", "love", and "best friends".

Strategy 1	Pay attention, and attend to the listener (his interests, wants, needs, goods)
Strategy 2	Exaggerate (interest, approval, sympathy with listeners)
Strategy 3	Intensify listener interest; by making a good story, attracting listeners as a participant in the conversation.
Strategy 4	(Use identity markers in groups); form of address, the language in the group or dialect, jargon or slang, contractions, and ellipsis.
Strategy 5	Finding a deal; repetition – agreement can also be emphasized by repeating part or all of what the previous speaker said.
Strategy 6	(Avoid agreeing); token agreement, pseudo agreement, white lie, opinion hedge.
Strategy 7	Rely on/raise/have common ground; gossip, pleasantries, point of view operations, manipulation of presuppositions.
Strategy 8	Jokes

Strategy 9	Affirm or require the speaker's knowledge and concern for listeners' wishes.
Strategy 10	Offer, Promise
Strategy 11	Be optimistic

**Table 1. Strategy Positive Politeness**

## 2. Negative Politeness

According to Yetty (2018), said the face of the simple right to space, personal preservation, the right of non-interference, and also the face of freedom of fulfillment, freedom of obligation.

Based on the explanation above, positive politeness is manners in maintaining relationships and politeness in conversation, while negative politeness is in speech that is not polite in conversation. In addition, when people use their own face politeness is positive or negative based on their courtesy to whom and why they use that face.

Negative politeness is “the essence of respectful behavior.” This strategy reduces the burden on the listener. It promotes unity. Hence, it denotes social isolation or discomfort. Negative politeness strategies include using hedging or questions. Here's the negative politeness sub-strategy.

Strategy 1	Conventionally, indirectly
Strategy 2	Don't assume the listener is able or willing to comply with any forced action on him.
Strategy 3	Be pessimistic about the listener's ability or willingness to go along with anything the actions assigned to him.
Strategy 4	Minimize coercion
Strategy 5	Give respect.
Strategy 6	Apologize; admit the rebound, show reluctance, give exaggerated excuses, apologize.
Strategy 7	Impersonalization of speakers and listeners; performative, impersonal verb, address the term as avoiding 'you'.
Strategy 8	State the FTA as a general rule
Strategy 9	Nominate to keep actors away and add formality
Strategy 10	Record as owed, or not owed to listeners.

**Table 2. Strategy Negative Politeness**

## **Social Media Communication**

The communication in social media situation is different. DeAndrea and Metzger (in Hyosun2014, 6) stated that the online environment has created a communication method that is quite different from a Face-to-Face (FTF) communication environment. They said that people communicate differently in online environments as opposed to face-to-face settings, in terms of use of language and social interactions, due to the lack of physical presence and flexibility in identity. Meanwhile, In social media there are no social classes, just people who want to share the experiences, thought, ideas, and opinion as much as they want (Anggraini & Damanhuri2017). So that, online social can contact enabled long-distance relationship, allowing people to interact with friends without geographical and time constraints (McKenna & Bargh in Hyosun2014).

## **Politeness Strategies on Social Media Communication**

Moran & Ocker (in Harwood, 2017), in their research about politeness theory for computer-mediated communication (CMC), argue that politeness usually entails ambiguity and too direct. Whereas, Li (in Harwood, 2017) also argue that politeness is often ambiguous and indirect and often need to clarity. She also claims that positive face strategies are used more often in CMS in order to foster, reciprocity and community. Beside, Chyiad (in Shanthi & Karappan, 2016) identified that politeness strategy in personal email is less formal and direct.

## **METHOD**

In this study, the researcher used a qualitative descriptive method. This type of research was chosen because it does not require a long time to do the research. Analysis and data collection can be done at one time. There are no specific times in the process. As Mukhtar (2013) said, the qualitative descriptive research method is a method used by researchers to find knowledge or theories about research at a certain time. That way, this research method is very suitable for describing data through research objects in the form of short or long text. On the other hand, there is an opinion from Sugiyono (2017) who says that the qualitative descriptive method is research that aims to find out how variable values are independently both independent and dependent variables without having to compare or relate them to other variables.

Researcher use qualitatives because they are more useful for analytical explanations. Because the data used is also not much, researchers are easier to analyze and also process it. In collecting data First, the researcher logged to the Instagram account, second the researcher follows Denny Sumargo's account who often holds podcasts with inspirational people. Third, researcher read and collect strategy comments courtesy. Last, the researcher noted and chose which one included positive and which one was negative politeness used in comment. In analyzing the data, it must be divided into 3 points, first, an analysis of the politeness strategies used by Indonesian netizens, secondly an analysis of the dominant types used by Indonesian netizens and

thirdly an account analysis of most of the politeness strategies used by Indonesian netizens.

## **FINDINGS**

Denny Sumargo's Instagram account has 3.2 million followers with 1,529 thousand posts and 2,706 followers. Where the object of this research is the video reel post which was uploaded on January 6, 2023. Where the video contains a short conversation with a celebrity who recounts his first experience getting an endorsement. Many netizens think that he was born rich from birth. That's not true though. He started his own career and from scratch. The subject of this research is comments from netizens regarding their responses to the video. Due to the focus of the research on 2 types of politeness, namely positive politeness and negative politeness, the researcher only chose comments containing both types of politeness.

### **4.1 Analysis**

#### **4.1.1 Positive Politeness**

(1) @Devriansrv: I got an endorsement of "only" 25 thousand until I wanted to buy it myself, but another fortune came from there.

This expression can be seen positively because it can be seen from the author's good intentions to express his heart regarding his assessment of the influencer. With that said, as above, it is equivalent to praising the goodwill of the influencers above.

(2) @Wiwibasir : the child is cute, and looks like a good child.

The above comment indicates that the author is amazed by the nature of the influencer. By expressing the praise above, it can be seen that the nature of the influencer has indeed been recognized for its kindness by the author.

(3) @Juliaaa. law. his heart is rich

This is one example of how to praise someone outright. It appears that this includes an example of excessive polytheity called Exaggerate. Because this is the second strategy to describe the expression of someone who is interested in something. It can be seen from the word "rich" which indicates an expression to show interest in something with something else.

(4) @Tri\_labeneamata1908 really inspiring (applause emoji)

The above comment also indicates that the author is amazed by the influencer. The author has already confirmed his actions and admits it is very good.

(5) @Fitfitriafitt super good

From the comments above, it can be seen that the speaker's actions are very good and acceptable in the environment. It is also a form of praise to others. There are many categories of deeds that can be said to be good. So this expression can be said to be very



general.

(6) @Hasniafebri\_ a generous person

This compliment is also the same as the comment above with a super kind sentence and this is almost the same as the expression of a generous person. Because as we know this word generous is the nature of giving someone and it can also be said that this action can be said to be good.

(7) @Flava\_ayu see you're happy I'm happy too hey

This @flava\_ayu comment means that he will support what happened. He would be happy if the influencer was also happy. This means that she agrees with the actions taken.

(8) @Melania\_diamond89 yes he is handsome and has an angelic heart too

This praise is classified as very very praised. Already his heart is good like an angel, it is also said that his physique is handsome. This means that both are very related and have good traits.

(9) @Helloitsbadil19 people are reckless and brave bro

This compliment indicates that a person's nature is kind and courageous. This trait can be seen from how a person acts. It can be like defending someone, seeking the truth, helping others and so on.

(10) @Nenk23 he has a good heart

This remark can be said to be very polite. She mentioned that the influencer's heart is good just by hearing a piece of his talk in the video. Though not necessarily he knows the influencer well. But saying this kind of thing is already pleasing to one's heart.

(11) @Trisayuabsari the children are really trained not to enjoy their parents' property

They are told to be independent even though you know he mentioned that the influencer is independent, not taking advantage of his parents' possessions. But it can be seen from the following comments that there are doubts in it. However, despite his doubts, he still said it in a polite and non-offensive manner.

(12) @Merymariati all his behavior and character must be upbringing from both parents.

The author mentions that the influencer's behavior is obtained from parental upbringing. This kind of comment is very polite. And it can also make others happy. Saying this kind of comment will make others agree with the statement given and the

impact is also very good.

(13) @Anandajesy\_ keep healthy my dear brother, even though we are of different religions, you still do good good people

This comment in addition to showing positive politeness but also shows a high level of tolerance. Although different religions are able to strengthen brotherhood by saying good and pleasant things

(14) @An2aminah he's a real rich man. He has big heart.

One form of positive politeness that we can do is to say something like the words above. The comments above are very polite and make the influencer's reputation even better, making other people who listen to this video think the same.

#### 4.1.2 Negative Politeness

(1) @Ipan.nor: pretend "pretend to be poor even though the Salim group is wkwk the money from endorsements from YouTube isn't as big as you think haha

One of the comments of this netizen also didn't believe the influencer's talk. He blatantly said this by saying the influencer pretended to be poor even though he originally came from the Salim Group. Also refuted by saying that the money from endorsements and YouTube will not be that much. This kind of thing often happens on social media where the original situation is not in accordance with the truth.

(2) @Ifung\_jrs admits that 2 poor people are afraid of being scooped up

The next form of disbelief is like this, he says that the influencer is just pretending to be poor so as not to be highlighted and the lie will be exposed. Even though he also doesn't know him further or indeed this fact could be true. Depending on reliable sources.

(3) @Khold\_oke turns out to be 25 thousand Kuwaiti dinars (laughing emoji) just kidding bro

Comments from @khold\_ seem to be satirizing the influencer. He mentioned that the money earned by the influencer was as much as 25 eibu Kuwaiti dinars. There was so much money and he laughed at it. Even though the money earned is not up to that much.

(4) @Rindangmaaris is lying again. Usually someone who is nervous will do their signature move. It looks like he's scratching his ears. Uh, I don't know. I don't want to suudzon hehe.

The above comments seem to indicate a person's psychological movements when lying. The author said such things to accompany his opinion so that others would also think the same. Even though it is not necessarily the truth like that. Such things can be right or wrong. It depends on the person again to digest it and trust it how.

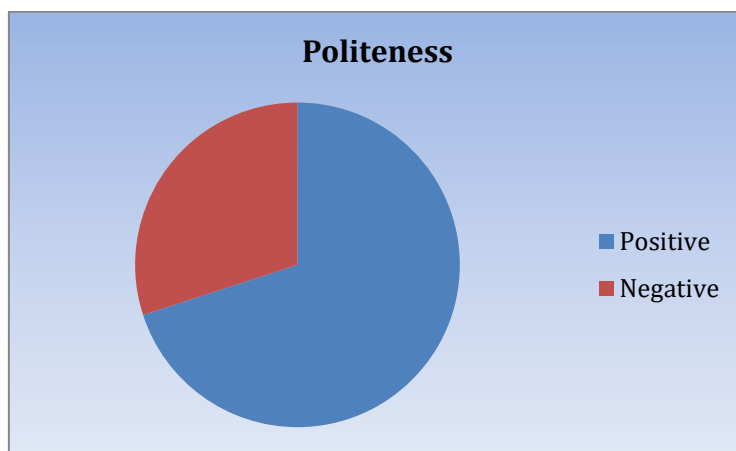
(5) @Ariiiiiiiiiiii many rich people, who come from poor people, I don't believe it

One form of netizens' distrust of the influencer's talk is an example like the comment above. He concluded that very many rich people came from poor initially. Therefore he did not believe. Even though a person's life can change if he is willing to try hard.

(6) @Krissyusuf from the start I thought I was still in the Salim group

This comment is like cornering the influencer. He thought that the influencer was from the Salim Group family so he thought that the influencer was lying. This comment is like an allusion to admit the real situation.

## Figures



**Fig. 1.** The number of comments from each type of politeness

From the diagram above, it can be seen that the object of this study found more positive politeness than negative politeness. With a percentage of 70% for positive politeness and 30% for negative politeness. From the figure above it can be seen that the comments column on Denny Sumargo's post is mostly filled with comments that contain positive politeness. People commented well and agreed with the statement given by the influencer. For that, we as social beings should always respect with others, say good words and also be polite so as not to offend others.

## **DISCUSSION**

There are only two types of politeness studied in Denny Sumargo's Instagram comments column, namely positive politeness and negative politeness. Actually, there are many other types of politeness, but researcher are more systematic in examining these two types only because they are very commonly used by people in communicating either directly or indirectly. For future researchers, it is better to use more types of politeness in order to provide broad insights for the reader. So that this research will continue to develop.

## **CONCLUSION**

One strategy that can be done to maintain communication between others is to say something politely and not offend others. It is necessary for us to use the right words and not arbitrarily so that the words and intentions we want to express can be accepted and understood by others. From the data obtained in the comments column on Denny Sumargo's personal Instagram reels, it can be seen that there is more positive politeness in it. In this video there are many comments from netizens, but because the focus of this study lies on two types of politeness, namely positive and negative politeness, the author only analyzed a few comments that only contained both types of politeness. Even in everyday life, we can see that there must be those who don't like what we do. Likewise with what the influencer is experiencing in the video that was used as a project in this study. For this reason, as social people we should say something that is okay and be able to filter what should not be necessary to say so as not to offend others.

The use of positive politeness strategies cannot be separated from the factors that influence users in giving comments on Instagram. The social distance factor is one of the factors that influence users to decide to use positive politeness. It can be concluded that when users use social media, they decide to use positive politeness strategies. They want to show solidarity, treat other users as group members, friends, people they know and like. So as to save the face of the speaker and listener. Even the speaker can reduce the distance between the speaker and the listener. This is supported by Anggraini & Damanhuri (2017) stating that in social media there are no social classes, only people who want to share as many experiences, thoughts, ideas and opinions as they want. It shows Instagram users are of the same or equivalent level, whatever they are. Keeping the faces of other Instagram users is necessary for comments to go well and smoothly.

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