

ABSTRACT

Salma Aprilia Mustafa. 1215030218. Criticism and Politeness Strategies in the TikTok Comment Section on Le Sserafim's Coachella Performance. An Undergraduate Thesis. English Literature Department, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung, Supervisor: 1. H. Lili Awaludin, MA.; 2. Erlan Aditya A., M. Hum.

In online spaces where public figures are frequently evaluated, netizens often attempt to express criticism while still trying to maintain social harmony and minimize offense. This research aims to identify the types of criticism and to analyze how criticism is expressed through politeness strategies in social media regarding Le Sserafim's performance, using Nguyen's criticism theory (2005) and Brown and Levinson's politeness theory (1987) as the main framework. The method used in this research is qualitative content analysis. Data were collected from comments in Le Sserafim's official account, focusing on comments that contain evaluative or critical content. Based on 45 data were taken, the results of this study found types of criticism: direct criticism, indirect criticism, and combined criticism. The direct criticism is the most used in this research where netizen is straight forward and explicitly give honest criticism about the performance skill. Regarding the politeness strategy, all four types of politeness strategy was found with the most used is bald on record, followed with positive politeness, off record, and negative politeness. Since criticism is an act of FTA, it is naturally linked to politeness as a way of avoid the FTA when offering criticism. This shows that the use of politeness strategies can be employed in conveying criticism on social media to reduce face damage to the recipients of criticism and also help make the criticism more palatable and objective. Furthermore, it was discovered the complex way people navigate context fan culture and digital communication when reacting to public performances on social media platforms.

Keywords: Criticism Strategy, Politeness Strategy, TikTok, Comments, Pragmatics

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Di ruang online tokoh publik seringkali dievaluasi, netizen menyampaikan kritik mereka sambil tetap berusaha menjaga keharmonisan sosial dan meminimalkan kejahatan. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis kritik dan menganalisis bagaimana kritik diungkapkan melalui strategi kesantunan mengenai penampilan Le Sserafim, menggunakan teori kritik Nguyen (2005) dan teori kesantunan Brown dan Levinson (1987) sebagai kerangka utama. Metode yang digunakan dalam penelitian ini adalah analisis konten kualitatif. Data dikumpulkan dari komentar pada akun resmi Le Sserafim, dengan fokus pada komentar yang mengandung konten evaluatif atau kritik. Berdasarkan 45 data yang diambil, hasil penelitian ini menemukan jenis-jenis kritik: kritik langsung, kritik tidak langsung, dan kritik gabungan. Kritik langsung adalah yang paling banyak digunakan dalam penelitian ini, di mana netizen blak-blakan dan secara eksplisit memberikan kritik jujur tentang keterampilan penampilan. Mengenai strategi kesantunan, keempat jenis strategi kesantunan ditemukan, dengan yang paling banyak digunakan adalah *bald on record*, diikuti *positive politeness*, *off record*, dan *negative politeness*. Karena kritik adalah tindakan FTA, secara alami terkait dengan strategi kesantunan sebagai cara untuk menghindari FTA saat menyampaikan kritik. Ini menunjukkan bahwa penggunaan strategi kesantunan dapat diterapkan dalam menyampaikan kritik di media sosial untuk mengurangi kerusakan citra penerima kritik dan juga membantu membuat kritik lebih mudah diterima dan objektif. Selanjutnya, ditemukan cara kompleks orang menavigasi budaya penggemar konteks dan komunikasi digital saat bereaksi terhadap pertunjukan publik di platform media sosial.

Kata kunci: Strategi Kritik, Strategi Kesantunan, TikTok, Komentar, Pragmatik