

ABSTRACT

Ade Lia Istikomah. 1155030003, *Politeness Strategies Of The Public Figures' Instagram Comments*. An Undergraduate Thesis, English Studies Department, Adab and Humanities Faculty, State Islamic University Sunan Gunung Djati Bandung. Supervisors: 1. Deuis Sugaryamah, M.Pd. 2. Drs. Abd. Hannan EF, M.Ag.

Keywords: Politeness Strategy, Followers, Public Figures and Instagram

This research focused on describing and analyzing the politeness strategies used by the followers and five public figures in their instagram accounts. They are, Justin Bieber, Chris Hemworth, Emma Watson, David Beckham, and Barack Obama's accounts. Brown and Levinson (1987)'s theory about types of politeness strategies was used to support the analysis. Descriptive qualitative research is applied as the method of analysis by describing. The data collected from the comments and captions of the five public figure's instagram accounts. The research findings show that there were two categories related to the politeness strategies used by the followers and public figures. Firstly, there are three politeness strategies used by the followers i.e Positive politeness strategy, Negative politeness strategy, and off record strategy. Meanwhile, the politeness strategy used by the public figures mostly used only positive politeness strategy.