

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of research. It consists of background of the research, research questions, research objective, research significance, definition of key terms, and organization of writing.

### 1.1 Research Background

Politeness is one of the strategies used by someone to communicate with others. To make him or herself looks good in front of others. This is in accordance with what Yule (1996) stated that politeness is the ways used to show recognition of another person's face. According to Levinson (1994) politeness strategies is the best means to satisfy stated ends. By using politeness strategies, a person is right, and there is satisfaction in showing their politeness to others.

People interact with others by using two ways, indirect and direct interaction. Direct interaction is the interaction of individuals with other individuals directly without intermediaries. For example when someone is talking to a friend face to face. This is in accordance with what Mess (1998) stated that direct interaction is when you come face to face with someone and communicate with that person. Meanwhile, indirect interactions is interactions carried out by individuals with other individuals using other means of communication. Like talking by phone, social media and sending messages. According to Shene (2016), Indirect interaction is like someone sending email to each other. One of them is someone who communicates via Instagram by commenting the status or caption in instagram post.

Instagram is one of the famous social media, and this application is very popular for smartphone users. Based on the results of the WeAreSocial.net and Hootsuite surveys(2018), Instagram is the seventh most social media platform in the world. The total Instagram users in the world reached 800 million in January 2018. Based on these records, the use of social media applications rose 44 percent compared to the previous year. Instagram is an application to share photos or videos that can be added with the caption written on each post. In addition, Instagram users can also add locations in each photo and video. According to Buck (2017), Users can upload photographs and short videos, follow other users' feeds and geotag (means: the process of adding geographical identification metadata to various media such as a

geotagged photograph or video, websites SMS messages, QR codes or RSS feeds and is a form of geospatial metadata latitude and longitude coordinates, though they can also include altitude, bearing, distance, accuracy data, and place names, and perhaps a time stamp.) images with the name of a location. Instagram is a necessity for its users. They use Instagram to share their photos or videos related to their daily activities. They not only share photos and videos via Instagram. In the Instagram application, users can share the same photos and videos on other social media, such as Facebook. This is accordance with what (Grant, 2016) stated that Users can connect their Instagram account to other social networking sites, enabling them to share uploaded photos to those sites. So, in this media, it is easy to find out about the lives of others, one of which is the life of public figures.

According to Ferrari (2016) A public figure is a person, such as a politician, celebrity, social media personality, or business leader, who has a certain social position within a certain scope and a significant influence. Public figures are people who often appear in society, through television, social media, or others. Sometimes, public figures are not only famous in the country where they live, but also famous in the world and the wider community. Many public figures such as artists, singers, athletes, even politicians who very famous in the world. They are not only famous by the people around their country, but also famous among the world community.

Public figures can be called as someone famous, and they have many friends who are called as followers on social media. The public figures followers consists of their fans and haters. Fans are those people who are enthusiastic about something, such as a music group, sports team, celebrity, or community leaders. Fans usually always follow the development of their idols through social media, television or other print media. According to Dotinga (2005) public figures have visible strength, this makes a public figure respected. The strength of this public figure, makes its fans become fanatics. As a public figure doesn't only have fans, sometimes they also have haters. Even though they have the power to get attention from their fans, they also get the attention of haters. Most public figures actively use Instagram social media. They share their activities through Instagram. So, public figures can communicate with their followers on Instagram.

Not all followers that are owned by public figures are people who like them or who are called fans. However, followers can also be from people who don't like public figures or often called haters. Public figures don't only have fans, but have haters too. According to

(Reber, 2002) Hatred or hate is a human emotion. Hatred could invoke feelings of animosity, anger, or retention, which could be directed against certain individuals, groups, entities, objects, behaviors, concepts, or ideas. Haters are groups of people who do not like one individual or group such as a public figure. Because a public figure is often present on tv, radio, and social media, often showing themselves to the general public. Because it, a public figure can be liked and disliked have a fans or haters. Fans and haters, they usually comment on the Instagram account of a public figure. They commented well and badly, issued their comments freely on the public figure Instagram account.

Commenting on public figure instagram posts, followers use language in the form of words written in the comments column. As the language is a tool for social interaction using signs, such- as words. In this case, language can be used as a way to convey social meaning (Holmes,2012). The followers comment on Instagram public figures are used to i-nteract with them, convey praise or criticism, as the interaction carried out by- a public figure is more often on social media or instagram.

Increasing number of social media users, especially Instagram. In Indonesia, there are more Instagram users,- making a lot of legal cases because they are wrong in using social media. Some of them spread hatred, threatened, and some even spread false information. In commenting, there are also frequent mistakes when commenting. On social media we must maintain humility, not violate immorality, not spread lies, not spread hatred and so on. Brown and Levinson say that modesty is the way male and female characters say things to the feelings of other characters to maintain cooperation in work by showing good intentions and considerations (Brown and Levinson, 1987). People use politeness as a known method of deception, to help protect or protect each other's needs or avoid threatening actions. Being polite can also consist of aspects of formality and is very important in everyday life for people because a person's character can be a reference and can be seen through modesty.

From this explanation, this study tries to examine how the people who comment on public figure instagram by using politeness strategies theory. The politeness strategy is one of the studies of pragmatic. According to Yule (1996) pragmatics is concerned with the study of meaning communicated by a speaker (or writer) and interpreted by a listener (or reader). the theory about politeness strategy is one of the topics in pragmatics. according to Yule, the strategies are developed in order to sho awareness of another person's face. beside that, Yule is also an argument that is a public self-image that refers to emotional and social sense that

everyone has and expects everyone else to recognize. people usually try to avoid embarrassment of other people or making them uncomfortable. thus, face threatening acts (FTA's) are acts that infuse the hearer's need to maintain their self-esteem and be respected. politeness strategies are some of the FTA's deals.

This study was inspired by several previous studies as researchers. First, research by Akram and Kumar in 2017 examining the "positive and negative effects of social media on akram". The results of this study are the negative effects and positive effects of using social media. On the positive side, social networking can act as a very valuable tool for professionals. On the negative side, the internet is loaded with a number of risks associated with online communities.

Next , the research by Cicik Lia Tri Rahayu in 2015. This research is about "Makian pada komentar Berita Politik di facebook compas.com". the results of this study are describing the form of invective on political news comments on facebook kompas.com, explaining the level of invective rudeness in political news comments on facebook kompas.com .com. the results of this study explain the level of invective roughness in comments on facebook compas.com.

The last one is research by Zainiyah Nihayati in 2018. This research is about "Politeness Strategies Performed by Male and Female Characters in Roland Emmerich's Movie: Independence Day Resurgence". The results of this study show that the types of politeness strategies used by male and female characters in the Independence Day Resurgence film are divided into 4 types, namely bald on record, positive politeness, negative politeness, and off-record. This study found that in this film, all types of politeness strategies are used by male and female characters. Bald on record, Positive and negative politeness strategies are often used by male characters. Whereas off record strategies are often used by female characters.

This research is different from previous research in terms of objects, previous research using objects in comments on Facebook, social media, and there are also script films. This research use objects from public figure Instagram comments. The researcher will analyze politeness strategies using politeness strategies's theory by Brown and Levinson (1987). Object this research is Instagram comments. This research is titled "Politeness Strategies of the Public Figure Instagram's comments". This comment data is sourced from five Instagram accounts from various public figures, there are Justin Bieber as a singer, Chris

Worth as an actor, Emma Watson as an actress, David Beckham as an athlete, and Barack Obama as a politician. Photo comments taken as data are from January 2019 to May 2019.

The selection of these five public figures comment, who are all foreigners are based on the comments chosen, that is the comments using English language. These public figures are a singer, an actress, an actor, an athlete, and a politician. Their professions represent different kind of public figures.

## **1.2 Research Questions**

Based on some reasons explained in the background of the study above and to make this research easier to solve, this study focus on find out :

1. What politeness strategies are used by the followers in the comments of public figures instagram status?
2. What are the public figures politeness strategies used in their account?

## **1.3 Research Objective**

The purpose of the research is to achieve a particular result. Based on the statement of problem above, the purposes of the following research, are as follows :

1. To know what types of politeness strategies used by followers in the instagram account of public figures.
2. To know how the politeness strategies are used by public figures in their account.

## **1.4 Research Significant**

Theoretically, the results of this study are expected to be useful for researchers especially for linguistic students and other people in general who want to know about the study of pragmatic. especially about using good language on social media. improve analysis of various types of politeness strategies.

Practically, The researcher hopes that this research can provide benefits or be a reference for other researchers, giving more knowledge to students who study special courses and generally to people interested in pragmatic learning.

## 1.5 Definition of Key Terms

To avoid misunderstanding the terms used in this study, the followings are the definitions :

### 1. Politeness

Politeness is an act showing good manner. According to Yule (1996 : 60 ) Politeness is the ways used to show recognition of another person's face.

### 2. Politeness Strategies

Politeness strategies is ways of acting that show good attitude. According to Brown and Levinson (1987) Politeness Strategies is the best means to satisfy stated ends.

### 3. Public Figure

Someone who is famous for his talent and good attitude. Such as actress, singer, actor, athlete and politician.

### 4. Instagram

Instagram is one of the famous social media and this application is very popular for smartphone users.

### 5. Comments

comment Is a post in the comment column written by an Instagram user in another Instagram account.

