ABSTRACT

Fauzan Amarullah Rosyadie. 1175030104. Politeness Strategies in Nuice Media Twitter Account's Comments. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Drs. H. Sape'i, M.Ag. 2. Ice Sariyati, S.S., M.Pd.

In this current era of globalization, people use the internet as a way to do a communication process. Social media is a platform that is provided by the internet as an information and communication facility that is commonly used by people to socialize with each other, and one of them is Twitter. Twitter is a social media which allows its users to post and interact with message called as *tweets*, and provides information as news. Nuice Media is one of the twitter account which provides news. In linguistics, politeness is a strategy for people to be able to create a good communication with the others. Thus, this study aims to determine the way of using politeness strategies used in Nuice Media twitter account's comments, also to analyze the reason of politeness usage in the comments using Brown and Levinson's theory of politeness. This research is a descriptive qualitative type of research, and the research focused on the comments under the news related to the Indonesian government posted by Nuice Media in twitter. Data reducting, displaying, interpreting, and drawing conclusion were the steps of how the data were analyzed. From the 100 data found by the researcher, there are 34 comments that used off-record, 29 comments used positive politeness, the other 29 comments used bald on-record, and the last 8 comments used negative politeness strategy. The researcher also found 3 reasons of using bald on-record, 3 reasons of using off-record, 2 reasons of using positive politeness and 2 reasons of using negative politeness. Thus, from the findings, the conclusion is off record become the dominant type of politeness strategies used in the Nuice Media twitter account's comments, mainly because twitter users in the comment sections tend to like being sarcastic, misleading, and pretending that they did not threatening other people's face.

Keywords: *politeness, Nuice Media, comments, government*