

CHAPTER I

INTRODUCTION

In this chapter, the researcher introduces his research to the reader. This chapter includes background of the research, statement of problems, research purposes, research significances, conceptual framework, and previous research.

A. Background of The Research

Human as a social being, always need to do a communication process in their daily life in order to socialize with other human. In this era of globalization, the modern technology that exists nowadays made it easier for human to communicate with each other, despite the distance that separate them. That technology is known as Internet. Oxford Languages Dictionary defines Internet or Interconnected Network as a global computer network that provides a wide variety of information and communication facilities. One of the information and communication facilities that is provided by Internet is social media. Social media is one of a platform that is commonly used for people to socialize with each other through a network, and one of them is Twitter.

Twitter is a social networking service on which users post and interact with messages called as *tweets*. Twitter was launched back then in July 2006 by Jack Dorsey and until per 2018, Twitter already had more than 321 million monthly active users all around the world. According to website Statista, Indonesia itself already had 11 million active users per 2020 (Clement, 2020). Twitter allows its users to post up to 280 characters in their tweets where they can also insert image and video alongside with the posts. Twitter also allows its users to follow another account based on their needs or references, and

usually people will follow an accounts where they can find the tweets coming to their interests or needs.

Twitter users often use their platform as a media of confession because it was found to be less intimidating than any other social media, like Facebook and Instagram. In twitter, people have more freedom to share and deliver their thoughts in a tweet, thus why it is known as a platform to express emotions and feelings (Maros and Rosli, 2017:141). Not only as a platform for communicating and expressing thought, twitter also can be a platform that provides information; for example, news. Twitter is a perfect place to spread out a news as an information to the twitter user about what happened in the world. There are many accounts that were made to provide news and information, one of them is Nuice Media or @nuicemedia.

In communication, human need to have a strategy to make it easier for them to create good relation within their society. This strategy is often called as politeness, which is the manner in communication, whose purpose is to respect each other between the people involved in a conversation. The speaker is possible to create different effects to the listener in their utterances, based on the politeness strategies that they choose to use. Thus why, people need to know which politeness strategies that will help their conversation to run smoothly, so that they could get a good responses from the person whom they are talking to. Politeness is included in a socio-pragmatic study which is mapping the shape, meaning, strength and contexts (Rose & Kasper, 2001:51)

Politeness strategies are often used to avoid conflict between people. They also have purposes to maintain good and harmonious relationship with the people they are talking to. Politeness strategies allow the speaker to use the appropriate social behavior, and think the judgments about how society will conform about their talking, and will they accept it or get triggered by the speaker's utterances. Brown and Levinson (1987:68) divided politeness strategy into four types, they are Bald on Record, Positive Politeness, Negative Politeness, and Off Record.

From all that's already described above, the researcher is interested in analyzing about politeness strategies process that can be found in Twitter. This research focuses on the twitter comments under the news related to the Indonesian government posted in Nuice Media's twitter account as an object, to know how Indonesian netizens response towards the news related to the government and to see how Indonesian netizens use politeness strategies in their comments because according to Microsoft's latest Digital Civility Index in Coconuts Jakarta article, Indonesia placed last among the South East Asian country in term of online manners, putting Indonesian netizen as the most impolite netizen in South East Asia (Coconuts, 2021).

The researcher investigates the politeness strategies that are used on Nuice Media twitter account's comments by using Brown and Levinson's type of politeness strategies theory. So, the researcher conducts a research titled "*Politeness Strategies in Nuice Media Twitter Account's Comments*".

B. Statements of Problem

As the researcher has described on the background of the research above, this research takes focus on Politeness Strategies. Thus, to limit this problem the researcher makes two questions in resolving this research problem as the main focuses of this research. The research questions are:

1. How are Politeness Strategies used in Nuice Media twitter account's comments?
2. What the reason of Politeness Strategies are used in Nuice Media twitter account's comments?

C. Research Purposes

Following the research questions above, this research goals are to find the answer of those questions. Thus, this research aims:

1. To find out the way of using Politeness Strategies used in Nuice Media twitter account comments.

2. To analyze the reason of Politeness Strategies usage in Nuice Media twitter account comments.

D. Research Significances

The significances of this research are:

1. Theoretically, this research is expected to be able to enrich the knowledge and give more information to another research in pragmatics field, especially those who are interested in politeness strategies.
2. Practically, this research hopefully will be useful for anyone who is interested in pragmatics field, especially for those who are the students of English Literature department, the Lecturers who focused in linguistics subject, Public Readers who is willing to enrich their knowledge in pragmatics subject, or Other Researchers who want to do analysis in this field especially about the politeness strategies theory by Brown and Levinson.

E. Conceptual Framework

The object which is used in this study is a comments under the news related about government in Nuice Media's twitter account or @nuicemedia. The thing that must be understood first before focusing on the object of this study is Brown and Levinson's theory (1987) about Politeness Strategy. Then the next would be the comments itself, the concept and category of politeness which is included in the comments under Nuice Media's twitter account must be understood, as well as the reason why people use the politeness strategies within the comments.

Politeness is one of the subject of pragmatics, one of the branch of linguistics. Pragmatics is a study which deals with a language and its context. Pragmatics tend to take the focus on the context of someone's utterances as in the aim of someone utters their utterances, to make the hearer able to understand what is the speaker's purposes. Pragmatics study is used to analyze

the difference between what is people intention of saying something and what are they actually saying.

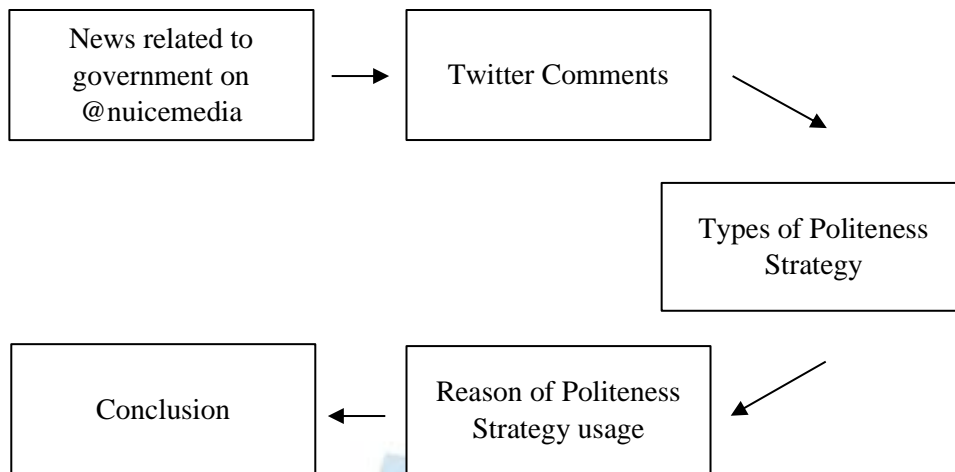
As one of the subject of pragmatics, politeness exists in order to make a better communication between the speakers and the hearers. Politeness can make people feel at ease because with politeness, people show their awareness of other person's face and make other people feel comfortable by thinking about other's feelings. Face, is something which is invested emotionally, and it should be maintained or else it could be lost.

People who use politeness in their daily communication is avoiding the act called **face-threatening act (FTA)**, which is an act that could make the people lose their positive or negative face by not following what the speaker's intention. The positive face could be threatened by the act of disapproving what is the hearer's desire and expectation, while negative face could be threatened by interfere the independence and freedom of action of the hearer.

Politeness does not only happen in verbal communication, but also in nonverbal communication that could happen in social media. One of the hugely popular one is twitter. In twitter, people could communicate by commenting or mentioning under each other's *tweets*, or expressing their thoughts on the comment tab under someone's *tweets*; for example, expressing their thoughts about the news posted in a news twitter account. Thus, the process of politeness could always happen in that situation.

This research is using the comments under Nuice Media's twitter account as the object. The researcher looks for the comments under the *tweets* of Nuice Media which related to Indonesian government, before analyzing the type of politeness strategy at each comments. The researcher is analyzing the reason why people use their type of politeness at each comments in this researcher, before make a conclusion from the data that have been analyzed at the end.

DIAGRAM 1.1 *Conceptual Framework*



F. Previous Research

There are many previous researches which are talking about politeness strategies. Thus, the writer decided to take some researches which are still relevant to this research, which have been investigated before.

The first previous research is a journal written by Pradina, Soeriasoemantri, and Heriyanto (2013) titled “*Code-switching as the Positive Politeness Strategies in Indonesian 4th Grade Students’ Conversation.*”. This research focused on both code switching and politeness strategies, and used sociolinguistics and pragmatics as an approach. In this research, the researcher analyzed the use of code-switching of Indonesian 4th grade students to reflect their positive politeness strategies in their conversation. The findings of this study aimed to highlight that code-switching also have the strategies to get the goals, not only changing the language between one to another. They concluded that code-switching could be used to fill the distance between Indonesian and non-Indonesian students, and also with the teacher got the same goals and understanding and made the conversation between both parties run smoothly.

The second previous research is a thesis written by Archia (2014) from Universitas Negeri Yogyakarta, titled “*Pragmatic Analysis of Positive Politeness Strategies as Reflected by The Characters in Carnage Movie.*” In

their research, the writer used the data from a conversation between the characters in *Carnage* movie. This research aimed (1) to analyze the strategies of positive politeness expressed by the characters in *Carnage* and (2) to identify the types of maxim violation applied by the characters in *Carnage* in expressing the positive politeness strategies.

In their findings, the writer found that the strategy of noticing, attending to hearer's interests of positive politeness strategy appeared the most often, and there are three types of maxim violation appeared when the character express their positive politeness. As conclusion, the writer conclude that the use of positive politeness strategies did not always influence the maxims of cooperative principles in their research object.

The third previous study was written by Maros and Rosli (2017) who analyzed the "*Politeness Strategies in Twitter Updates of Female English Language Studies Malaysian Undergraduate*". The object of this research is the tweet updates by 9 female Malaysian undergraduates and are an active users of Twitter. This research aimed to find the kind of Politeness Strategies that is used in the twitter updates of Malaysian undergraduates, and which is the dominant type among four politeness strategies. It found out that every strategies of politeness are implied in their tweet updates, and Positive Politeness is the most used Politeness Strategy. Maros and Rosli (2017) also stated that although the participants employed all four politeness strategies, there are still a chance for people to misunderstand their message due to the absence of other communication cues in a virtual communication.

The last previous research is "*An Analysis Of Politeness Strategies On Comments Indonesians' Politicians Twitter Account*", a graduating paper written by Murti (2020) from IAIN Salatiga. This research used the data from Indonesian politician's twitter account comments. This research aimed to find out what kinds of politeness strategies were used on Indonesian Politicians twitter account's comment, and what was the dominant type among it all. From 75 twitter comments in total from five different Indonesians Politicians twitter

account, there are 15 Bald on Records, 12 Positive Politeness, 10 Negative Politeness, and 38 Off Records.

Off Records became the dominant type of politeness strategies from their analysis, with 38 comments can be found throughout the data. The Off Record strategy which often used in the data are Strategy 5 (Overstated), Strategy 7 (Use contradictions), and also Strategy 8 (Be ironic). As conclusion, Murti stated that the politeness strategy used by netizens is influenced by tweets posted by the politicians itself, so the results can be different from each accounts.

The similarity between this research and the previous studies mentioned above are: Firstly, the main topic are all politeness strategy. Secondly, both this research and the previous ones also discuss about the type of politeness strategy according to Brown and Levinson (1987).

The differences between this research and the previous studies mentioned before are the object and the research question of the problem conducted by the researcher. Unlike the previous researches, this research problems does not only focus in the type of the politeness strategies that are used in the object, but also the reason of the usage of the politeness strategies itself which make this research different. Also, this research objects focus on the comments under the news related to the Indonesian government in Nuice Media twitter account, unlike the previous researches that are mainly used a movie character's conversation as an object of the research.