

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the conclusion and suggestion related to the present research. The conclusion will be discussed in the first part, whereas the suggestion will be provided after that.

4.1. Conclusion

In the research, the researcher has collected 36 posts in total, consisting of 18 posts published by personal accounts and 18 posts written by official accounts. The researcher collects the posts that contain information about works, experiences, job vacancies, and promotions posted on LinkedIn in 2021. Furthermore, the researcher uses the theory of politeness proposed by Brown and Levinson (1987) and pragmatic identity method to analyze the use of politeness markers of written English in the user's posts on LinkedIn.

After analyzing the 18 posts of personal accounts, the researcher finds out that there are 43 politeness markers used in total by personal accounts, which consist of 11 types of politeness markers, namely, *Thank You* Markers, In-group Identity Markers, *If Clauses* Markers, *Please* Markers, Appreciation Markers, Formal Markers, Honorific Markers, Indirect Markers, Apologizing Markers, *Let's* Markers, and *Just* Markers. On the other hand, from the 18 posts of official accounts, there are found 34 politeness markers used in total, which consist of 11 types of politeness markers, such as Imperative Markers, Modal Verbs Markers, Appreciation Markers, *Let's* Markers, Promising Markers, *If Clauses* Markers, Honorific Markers, *Thank You* Markers, *Please* Markers, In-group Identity Markers, and Formal Markers.

Based on the results of the research, *thank you* markers are mostly used in the posts of personal accounts by its number is 10 in total. In other words, imperative markers become the dominant type of politeness markers used in the posts of official accounts by its whole number is 16.

In addition, there is found a difference between personal accounts and official accounts in using politeness markers. Based on the findings, personal accounts tend to use politeness markers that contain formal, polite, and indirect forms when delivering the information in the posts in which those can be seen from the number of the types of politeness markers that they use, such as *thank you* markers, *if clauses* markers, in-group identity markers, *please* markers, appreciation markers, formal markers, indirect markers, and honorific markers. On the other hand, official accounts mostly use politeness markers that are more direct and simple forms. Those can be seen from the number of imperative markers and modal verbs markers that they mostly use in the posts.

Furthermore, the researcher finds out that there are two factors influencing the choice of politeness markers used in the user's posts on LinkedIn. Those factors are payoffs (consisting of the consideration for the benefits of not doing the FTAs and minimizing the FTAs) and sociological factors, such as the social distance (a symmetric relation), the relative power (an asymmetric relation), and the ranking of impositions. The user considers the payoffs, because he considers the benefits of minimizing and not doing the FTAs. By doing so, he will not produce any direct face threats that potentially can result to the losing face on other users, disrespects, and contradictions in which those actions also can affect the outcome of communication and the deals between the user and other users. It

means that the user just wants to respect and appreciate other users in communication, so he can achieve a smooth communication as well as make a cooperative deal with other users. Additionally, the user considers the social distance factor, because he realizes that other users who are his connections and colleagues want to be recognized and appreciated as connections, colleagues, or friends on LinkedIn. That is why the user chooses using in-group identity markers to greet and please his connections, so he can make a friendly and close relation when sharing the information. Then, the user considers the relative power factor in order to respect and give honor to other users who are older than him or having a high position. The user does it, because he does not want to be rude or impolite in which it will be considered as bad manners that can ruin the user's public self-image and reputation in the professional fields. For the official accounts, it shows that the user of official accounts tends to consider the ranking of impositions factor. It happens, because the user just wants to deliver information based on the wants to be effective when giving the information related to the company's needs. Regarding that case, that is why the user of official accounts mostly uses direct and simple words, such as imperative markers and modal verbs markers. The user does it, because official accounts mostly deal with the company's needs so that it would be effective and efficient to engage other users and customers by using direct and simple words. As a result, there will be no ambiguity or misunderstanding in giving the information.

In conclusion, this research has analyzed the use of politeness markers and the importance of politeness markers in the professional and business communication. Based on the analysis, it reveals that the users will consider some

factors when choosing politeness markers in the professional and business communication in which those depend on the context of the communication, such as to whom the markers are addressed, the purposes of using the markers, the needs of the users, and the situations and conditions of communication. Due to that case, the user will employ some types of politeness markers depending on their intentions. Furthermore, the researcher can conclude that using any politeness markers in the professional or business fields is very important, because it helps the user to minimize and avoid the face-threatening acts that can potentially cause impoliteness, rudeness, disrespects, contradictions, misunderstandings, and other less mannered actions in which those also can influence on achieving a successful and smooth communication as well as influence on making the deals, building the trusts, or maintaining the public self-image and reputation in communication.

4.2. Suggestion

This research helps the readers and other researchers to gain a better understanding of politeness markers and the importance of politeness markers for achieving a successful communication and avoiding misunderstandings, disrespects, conflicts, and the face-threatening acts in the professional and business communication. This research also can be used as a reference to increase the knowledge and facilitate other researchers to do the analysis on the use of politeness markers in communication.

The researcher knows that the present research only focuses on the use of politeness markers of written English that is used in the user's posts of personal and official accounts on LinkedIn in 2021. Therefore, this research only shows the

use of politeness markers in the written form and in online communication. The researcher hopes that the next researchers will analyze the use of politeness markers in the spoken form and in face-to-face interaction in order to find how politeness markers are used in face-to-face conversation, such as the conversation at the office. Hopefully, other researchers can make a new development in the next research and find a new invention related to the use of politeness markers in communication.

