

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Politeness plays a crucial role in effective communication. When we first learned a language, our parents taught us to say “please, thank you, excuse me, and sorry.” It means that we learn some polite words from an early age. Therefore, politeness skills are critical so that we are seen as good people. Even a risky and sometimes terrifying social environment is made safer with modesty. Politeness helps protect the faces of speakers and listeners during communication and helps people avoid conflict to achieve success in communicating. As per the Oxford Dictionary, politeness is synonymous with displaying respectfulness and showing consideration for the emotions of others. Therefore, it can be concluded that politeness is not only a polite attitude when interacting to achieve success in communicating but also wanting to show respect to the other person.

Following the findings of Brown & Levinson (Brown, 1987), politeness serves as a means of expressing respect to the face of the conversational partner who seeks acknowledgement and understanding from others. Based on this theory, politeness refers to how the speaker observes the intentions and feelings of the interlocutor to respect them. When interacting, there will be situations where someone feels offended by what other people say. This feeling is called a face-threatening action, signifying an action that leads to an individual losing face Brown and Levinson (p. 65). Therefore, using polite language in interacting is very important for the community to avoid conflict and FTA with the interlocutor.

Brown & Levinson (1987) further stated that anticipating the choice of words can be termed a politeness strategy. Politeness strategy is about minimizing threats to someone's face by estimating and categorizing several strategies Brown and Levinson (p.69). Politeness strategies have four types: positive politeness, negative politeness, bald on record, and off record. In addition, there are also so-called politeness markers. Politeness markers are linguistic expressions incorporated into a statement to indicate deference or a request for cooperation. The most obvious example of politeness markers in English is "please," though there are additional examples such as expressions like "if you would not/do not mind," tag questions containing modal verbs like "will" or "would" following an imperative structure (e.g., "Close the door, will you/would you?"), and so forth.

Nowadays, people use politeness markers when communicating in person or online, for example, through social media applications. One such application is Instagram. Instagram is a global microblogging application used for sharing photos and videos. Instagram is also an essential platform for professionals and business interests, a resource for companies to engage with consumers through advertising. Advertising is a directive (Searle, 1970) and an impositive (Leech, 1983) speech act, which aims to persuade and encourage consumers to buy a product. One of the factors that make Instagram an attractive advertising platform is that Instagram allows direct interaction with consumers through creative ad formats such as images, videos, and stories that are displayed in the feed. For example, Instagram is useful for connecting with co-workers, providing information about job openings, and promoting business. Politeness in the context

of advertising on Instagram involves using polite language and actions that pay attention to ethics and respect users to avoid conflicts that can harm the company.

Maulinda and Suyatno (2016) stated that communication ethics when using social media, especially Instagram, is needed to minimize anything that has a negative impact on the responses and perspectives of readers or the public. It means that personal and official users should be more polite when providing information to build good interactions with fellow users and avoid bad popularity and face-threatening actions. Therefore, when users share information in their posts, it is advisable to incorporate politeness markers. An instance of such markers is the inclusion of expressions like "please."

(1) "To enter the raffle please make a minimum donation."

By including "please" markers, users can enhance the politeness of their requests when asking others to share their posts, avoiding any semblance of rudeness. Therefore, the use of please is more polite than the sentence;

(1a) "To enter the raffle, make a minimum donation."

As we can see, examples of sentences without the word "please" seem rude when communicating. Politeness markers on Instagram serve a dual purpose—to convey politeness to other users and foster interactions and engagement among fellow users. In other words, incorporating politeness markers aids users in achieving successful communication and demonstrating respect towards other users. Thus, users will use politeness markers according to their intention and purpose to achieve something.

Concerning this phenomenon, the researcher aims to analyze the utilization of politeness markers in posts from business accounts on Instagram to

identify how these markers are employed within this platform. The researcher selected the Instagram application because it is pivotal in cultivating professional and business interactions, notably through utilizing various politeness markers. On the other hand, the researcher found only a few regarding politeness markers from other literature reviews. Then, there needs to be more analysis regarding using politeness markers on Instagram, particularly within advertisements. Therefore, this research can be a discovery in analyzing politeness markers carried out during online interactions. This research aims to provide readers with insights into the significance of politeness markers in fostering positive interactions and mitigating conflicts, disrespect, misunderstandings, and face-threatening actions within the realm of professional and business interactions.

In this study, the researcher will analyze various applications of politeness markers found in posts from business accounts on Instagram. This analysis will identify the types of politeness markers employed and determine the predominant type used in the Instagram posts. This study is grounded in Brown and Levinson's (1987) politeness theory and adopts a pragmatic approach to examine and interpret the data. Pragmatics is the field of study that explores the relationship between language and context. It examines how context influences the interpretation of linguistic meaning and how speakers use language in real-world situations to achieve their communicative goals, as Levinson (1983) noted. Hence, pragmatics delves into the explication of meaning in language through its contextual underpinnings. Consequently, the researcher opted for a pragmatic approach to facilitate the analysis of the utilization of politeness markers in this study.

Rainbomushrooms were chosen for this study because they are one of the herbal products that are rarely found and are made from mushrooms that are packaged in liquid form. Rainbomushrooms is a brand of medicinal mushrooms based on a line of supplements and functional foods to educate us on the healing power of fungi. Rainbo was created by Tonya Papanikolov (2018) in Canada. She is a holistic nutritionist, educator, social entrepreneur, and wellness leader. Rainbo draws inspiration from a deep respect for nature and its therapeutic qualities, aiming to reestablish people's connection with this inherent wisdom. Mushrooms, with their remarkable capacity to promote equilibrium in the body, mind, and spirit, also play a role in environmental and ecosystem purification. Rainbo strives to enhance health and foster open-mindedness, asserting that the evolution of the body, mind, and consciousness requires incorporating plants, food, and fungi. Rainbomushrooms has five products, namely Reishi, which is helpful for stress balance and liver protection; Lion's mane for gut health and protection against ulcers; Cordyceps, which helps boost cellular energy; Chaga is beneficial for supporting blood sugar and cholesterol; Turkey tail, is helpful for prebiotics and antioxidants. Each of the products they sell is priced at 40 USD. The data points in this study are several politeness sentences contained in advertisements on social media. This study aimed to investigate the utilization of politeness markers in advertising sentences on social media and pinpoint the factors that contribute to adopting these strategies.

1.2 Theoretical Framework

1.2.1 Politeness

Politeness is a social conduct regulated by the established rules and conventions within a sociocultural community, guiding expected behaviour in specific contexts. Politeness serves as a behavioural mode designed to uphold social order and cultivate harmonious relationships among members of society. Consequently, its social function is geared towards facilitating negotiation and achieving mutual agreement. Common phrases used to express politeness are *excuse me*, *could*, *would*, *please*, *may I*, and so on, as in the following example.

(2) *Excuse me*, could you tell me where the restrooms are?

By using "*excuse me*," users can be more polite when asking others without appearing rude. Therefore, using the word *excuse me* is more polite compared to the sentence;

(2a) Where is the toilet?

As we can see, the example sentence without using the word "*excuse me*" seems impolite when used to communicate with others because without the word "*excuse me*," it gives the impression of not respecting someone when we are asking them something.

The exploration of politeness has been a prominent subject for researchers. Numerous scholars, such as Robin Lakoff (1973), Geoffrey Leech (1983), Brown and Levinson (1978), among others, have put forth various theories on politeness. According to Yule (1996), politeness is a mechanism to demonstrate awareness of another person's face (p. 60). Another scholar, Lakoff (1973), also contributes her

perspective on politeness. Drawing from Lakoff's viewpoint, societies develop politeness to prevent friction in interpersonal communication (p. 64). Meanwhile, following Thomas (1995), politeness encompasses a broader concept that involves consideration for others. Politeness can be exemplified through common social behaviours, such as holding a door open for someone else to pass through (p. 150). It is acknowledged as more than just a set of rules for social conduct.

In reality, the definition of politeness is more intricate. It is a quality that necessitates learning and socialization rather than being an inherent trait from birth (Watts, p. 9). It is linked to our language usage, particularly in interactions with others. In his book (2013), Holmes further states that linguistic politeness involves employing strategies to maintain harmonious relationships and prevent potential issues (p. 285). Furthermore, Wardhaugh (2006) asserted that politeness is socially prescribed (p. 276). Social situations mould politeness and are inseparable from them. Cultural norms profoundly influence the determination of what is considered polite or impolite. Politeness proves to be a highly intricate aspect of any language. People often perceive politeness as merely uttering 'please' and 'thank you' at appropriate times. In reality, it encompasses more than just those expressions. It requires understanding social distance, solidarity, relative power, and status (Holmes, 2013, p. 285).

Goffman (1955) elucidates that politeness is intricately linked to the concept of face. According to Goffman, face refers to the positive social value that others perceive in an individual during communication. In the sense that the face is a marker of a person so that he is recognized in his environment. Furthermore,

Brown and Levinson fully elaborated on the concept of face and politeness (1987).

The face reflects a person who contains sensitive feelings that exist in everyone, according to Brown and Levinson (1987). In other words, self-reflection is a way for humans to be known, recognized, and appreciated by society. Following this assumption, there are two types of faces, negative and positive, based on Brown and Levinson's theory.

a. Negative face is a way to express actions without interference and obstacles by others. (Brown and Levinson, 1987, p. 61). For example:

(3) *I know you don't like it.*

1. Positive face, as defined by Brown and Levinson (1987, p. 62), expresses one's longing to be valued, loved, and accepted by others within a community. For example:

(4) *Let's go together.*

Therefore, with public self-reflection, everyone has the right to want to be respected by others. Derived from this principle, Brown and Levinson (1987) asserted that politeness involves being attuned to the faces or responses of other individuals. This implies that politeness is how individuals take heed of someone's desires and requirements to facilitate positive interactions. Therefore, people must respect the existence of other people to help smooth transactions. If other people can appreciate it, then interactions made with other people can go well. From the description above, politeness can also reveal distance and social closeness during interactions. If someone is more distant from others, that person tends to respect and have respect during interactions. From another perspective, a person may be

more familiar and friendly when communicating with people who have a close relationship with him. In a sense, politeness not only shows respect and respect for others but also shows social relations in interactions, such as caring, trusting, and influencing things to achieve good communication with other people.

1.2.2 Types of Politeness

Brown & Levinson delineate four types of politeness strategies: bald on-record, negative politeness, positive politeness, and off-record. According to Brown and Levinson (1987, p. 69), a politeness strategy refers to the approach a person employs during interactions to mitigate potential threats to others. The four types of politeness strategies are elaborated below.

1.2.2.1 Positive Politeness

Positive politeness is a tactic that can be used as a way to show friendliness. This strategy typically pertains to positive face, as it guides the speaker toward a positive and agreeable interaction. This method is used to show warmth and respect as friends, group members, or otherwise with the intention that this strategy is applied because they want to be in close contact with others during interactions so that the speaker quickly agrees to do something. For example:

- (5) *What a beautiful vase this is! Where did it come from?*
- (6) *What a fantastic garden you have!*
- (7) *Help me with this bag here, will you, Pal?*
- (8) *Bring me your dirty clothes to wash, darling*

(Brown & Levinson, pp. 103 - 108)

1.2.2.2 Negative Politeness

The main purpose of this strategy is how the speaker keeps the comfort of the interlocutor. Negative politeness is a way to show that there is space between the speaker and the interlocutor and does not force others to respect them when communicating. The speaker demonstrates respect for the interlocutor's choice, acknowledging their freedom to accept or decline the request. Consequently, the interlocutor is less likely to feel annoyed or offended by the speaker's communication. For example:

(9) *Can you please pass the salt?*

(Brown & Levinson, p. 133)

1.2.2.3 Bald on Record

Bald on-record serves the purpose of minimizing the perceived threat to the listener or interlocutor. In this strategy, the speaker sometimes causes discomfort. But this is usually still found when interacting with close relatives such as family or friends because we will feel free to express what we want without worrying about the interlocutor's face (Brown and Levinson 1987, p.96). For example:

(10) Turn off the lights!

In this case, without a preamble, the speaker will say what he wants directly to ask the interlocutor to turn off the lights without caring whether the interlocutor objects or not if the lights are turned off.

1.2.2.4 Off Record

The off-record strategy is considered the most polite approach as it involves expressing something indirectly to the interlocutor. This strategy aims to make requests by using language that is softened and less direct. For example:

(11) Doesn't this room already have enough light from this window?

(Meaning turn off the lights!)

Indeed, from the statement above, it is evident that the speaker is expressing a complaint about the lights being on during the day in a room, employing an indirect manner of communication. The interlocutor, understanding the implied meaning, can then take direct action in response to the speaker's complaint.

1.2.3 Politeness Markers

The following is the discussion. Politeness markers are linguistic expressions added to an utterance to demonstrate consideration and respect for others. Politeness markers refer to linguistic forms that make an utterance more polite. Furthermore, politeness markers come into play when an individual aims to make a cooperative request in communication, as highlighted by Brown and Levinson (1987). In everyday life, we can find several types of politeness markers. Examples are , *Please, if you don't mind, babe, maybe, would you,* and others. Politeness markers are categorized based on politeness strategies. In this study, the researcher will elucidate the various types of politeness markers and provide examples to analyze their usage. The ensuing discussion will delve into these categories.

1.2.3.1 Politeness Markers on Positive Politeness

- a. Overstatements markers/Using exaggeration (to show interest, approval, and sympathy to the hearer)

This marker usually uses exaggerated intonation and stress to show interest and sympathy for the other person. For example:

(12) How a *fantastic* house you have!

The speaker employs an exaggerated expression in the aforementioned sentence. The overstatements markers help show the speaker's interest so that the interlocutor feels happy.

- b. In-Group Identity Markers

People tend to use this marker to indicate whether their relationship is close. The speaker can use terms such as dear, honey, brother, sister, son, mate, sweetheart, darling, cutie, etc. For example:

(13) Come here, *babe*!

From the example above, the word "*babe*" indicates a close relationship with the speaker, so the listener feels close to the speaker.

- c. Agreement Markers

These markers encompass agreement markers, expressions of emotion, or repetitions of words used in communication between the speaker and listener (p. 112). Examples of these markers include "yes," "I think so," and various other forms (p. 113). For example:

(14) A: My car had a flat tire on the way home.

B: Oh my God, *it's flat*! (Brown and Levinson, 1987, p. 113)

In the example provided, B demonstrates agreement by repeating a portion of what A said, expressing cooperation with the boss. As a result, A feels satisfied because B appreciates him greatly.

d. Hedging Markers

People use hedging markers to show more agreement than disagreement to avoid conflicts leading to rudeness. For example:

(15) *Maybe* this is a good choice.

The word "*Maybe*" is helpful to soften the words when the speaker criticizes what the listener said so that the speaker can minimize the FTA.

e. Joking Markers

People use joking markers so that the addressee feels comfortable with the speaker's jokes without offending people. Jokes may minimize the FTA. For example:

(16) How about lending me this *old heap of junk*?

(Brown & Levinson, 1987, p. 124)

f. Offering and Promising Markers

People use offering and promising markers to show concern and even cooperate in exchange for promising something to the listener to reduce the FTA. For example:

(17) Mom: I *will* buy you ice cream later if you help me clean up the toys.

In the example given, the speaker exhibits cooperation by pledging to buy ice cream for the listener if they assist in cleaning up the toys. Therefore, the listener's positive face looks happy because the speaker appreciates them.

g. Optimistic Expression Markers

.This marker consists of an optimistic expression of knowing or understanding what the speaker wants to reach a mutual agreement. For example:

- (18) Look, I am *sure* you won't mind if I borrow your typewriter.
(Brown & Levinson, 1987, p. 126)

The use of the word "sure" in this context conveys the speaker's confidence and optimism about their request. It implies an expectation that when the speaker asks, the listener will indeed provide assistance and show concern.

h. *Let's* markers

This marker helps soften requests or offers during communication so that both the speaker and the listener can cooperate on their agreement (p. 127). For example:

- (19) *Let's* finish our work!

The word "*Let's*" is useful for cooperative actions with the listener in communication, not forcing the listener to do what he wants.

i. *Why* markers

This marker is used to give reasons for the listener to help fulfill the speaker's wishes or expectations. For example:

- (20) *Why* not contact Justin to ask him about Miss Helena's schoolwork?

By using the "why" marker to provide a reason, the speaker aims to elicit assistance from the listener, implying an expectation of cooperative action from them.

j. Compliment Markers

These markers help to show good sympathy by giving appreciation or reward for someone's achievement (p. 129). For example:

(21) You are *so smart*!

The sentence above is categorized as a compliment marker where the speaker uses the phrase "*so smart*" to show that he really appreciates the listener's desire to be recognized and appreciated.

1.2.3.2 Politeness Markers on Negative Politeness

a. Indirect Markers

These markers function as indirect statements to express polite sentiments in formal situations, allowing an individual to convey their desires with courtesy without imposing on the audience (p. 132). For example:

(22) "*Can you please pass the salt?*"

(Brown & Levinson, 1987, p. 133)

b. Hedging Markers

Hedging markers modify the degree of a particle or noun in a sentence. For example:

(23) "*I guess that Harry is coming.*"

(Brown & Levinson, 1987, p. 145)

The use of the word "guess" serves to soothe the listener's emotions, preventing potential frustration when contemplating Harry, even though the assumption may not be entirely accurate. By employing these markers, the speaker can effectively mitigate the impact of a face-threatening act (FTA).

c. Apologizing Markers

People use this marker when they want to confess their guilt because they realize that they have done an action threatening someone's face. For example:

(24) *I don't want to interrupt you, but...*

(Brown and Levinson, 1978, p. 188).

In this scenario, the speaker aims to utilize the listener's time efficiently. The speaker may express reluctance to avoid impinging on the interlocutor's negative face.

d. Honorific Markers

Honorific markers are employed to convey respect to someone during communication, typically directed towards individuals who hold a higher status than the speaker. For example:

(25) "Dear *Prof.* Oktavianus,

I wonder if I may ask for your time to discuss the thesis proposal, *Sir*?"

"Dear *Prof.* Oktavianus" and "*Sir*" are used to honor the listener.

Thus, the speaker sounds more polite in communication.

e. *If clauses* Markers

These markers are employed to preserve someone's face by not yielding to someone requesting a favor. For example:

(26) I've come, *if I may* to see you for what might be a night.

(Brown & Levinson, 1987, p. 173)

If clauses are marked with "*if I may*" because they want to inform the listener about a possible action to take before the main goal is reached. The purpose is to save the listener's face so they do not feel disturbed or forced.

f. *Thank you* Markers

Thank you markers are used when people receive favors to appreciate someone's kindness. For example:

(27) Speaker: Can you help me to get the book?

Hearer: Sure. Let me help you.

Speaker: *Thank you so much.*

"*Thank you so much*" is an example of the speaker expressing gratitude to the listener for helping him. So, the listener who gave the help will feel appreciated.

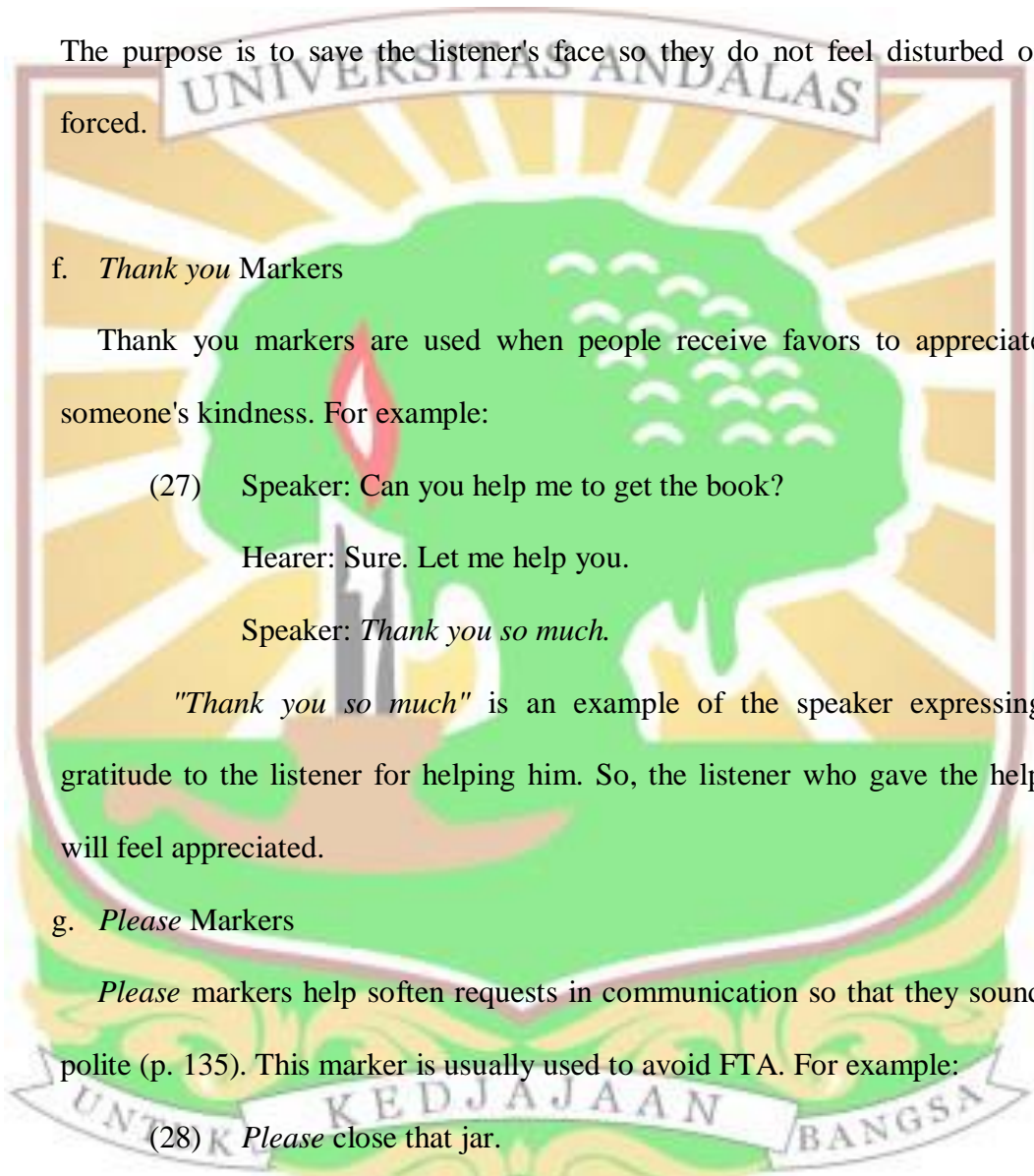
g. *Please* Markers

Please markers help soften requests in communication so that they sound polite (p. 135). This marker is usually used to avoid FTA. For example:

(28) *Please* close that jar.

To soften the request to the listener, the word "please" is required. In this way, the speaker aims to achieve the goal of cooperation with the listener without coercion and avoid FTA.

h. *I Wonder* as Questioning Markers



This marker is used when the speaker asks a question without feeling presumptuous or making a threatening action to the face.

(29) *I wonder* if I may ask for your time to discuss the thesis proposal, Sir?

The phrase "I wonder" is employed to soften the speaker's request, enabling them to inquire indirectly without appearing presumptuous or rude. This approach helps to minimize potential face-threatening acts (FTA) toward the listener.

i. Formal Markers

These markers help show formality when communicating any information in a formal form. Formal markers may minimize the FTA. For example:

(30) *"I am pleased* to be able to inform you."

(Brown and Levinson, 1987, p. 208)

"I am pleased" is helpful to soften the words when you want to inform formally about something. So, the speaker can convey anything to the listener without making facial threats and being too blunt.

j. *Just* Markers

This marker is a subtle form of *"just"* and *"exactly"* to reduce the tension of FTA and coercive actions (p. 177). For example:

(31) *"I just* want to ask if I can meet you today, Ma'am."

The speaker incorporates the word "just" to downplay the action, aiming to minimize any threat to the listener's face. This approach ensures there is no coercion from the speaker.

k. Appreciation Markers

Appreciation markers help appreciate actions given by others. For example:

(32) “I’d be eternally *grateful* if you would...”

(Brown and Levinson, 1987, p. 210)

The use of the word "grateful" indicates that the speaker wishes the listeners to understand their deep appreciation and has no intention of imposing on them. This marker allows the speaker to express joy and gratitude toward the listeners.

1.2.3.3 Politeness Markers on Off Record

a. Hints Markers

These markers help indicate the reason for the speaker's action so that the listener will analyze the meaning based on the relevant meaning (p. 215). For example:

(33) This egg soup is bland. (you could add a little salt or flavoring)

b. Association clues markers

These markers help share clues and information that may already know.

For example:

(34) “Are you going to the market tomorrow? There is a market tomorrow, I suppose. (The meaning can be give me a ride to market)”

(Brown and Levinson, 1987, p. 216)

The speaker poses the question and then provides the information afterward to avoid being overt when requesting a ride to the market with the listener.

c. Understatement markers

This marker help show an expression of dislike for something with indirect feelings. For example:

(34) Speaker: What do you think about my makeup today, babe?

Hearer: *Pretty good.* (meaning maybe I wouldn't say I like it)

By expressing "pretty good," the listener can provide their opinion without causing any harm to the speaker's feelings. This response allows for a positive expression without overtly dismissing the speaker's inquiry.

1.2.3.4 Politeness Markers on Bald on Record

a. Modal Verbs Markers

Modal verb markers typically begin with a modal verb and a subject at the start of a sentence, followed by a request. For example:

(35) *You should* do your homework.

Using the word "*you should*," the speaker can convey the request directly without any misunderstanding between the speaker and the interlocutor.

b. Imperative Markers

This marker comprises statements or sentences containing demands, suggestions, or direct requests to the interlocutor in communication (p. 96). The intent is to make a straightforward and explicit request.

For example:

(36) *Watch out!*

(37) *Help!*

(38) *Don't burn* your hand!

(39) *Give me* one more week!

(40) *Listen*, I have an opinion.

(Brown and Levinson, 1987, p. 96)

1.2.4 Factors Affecting the Choice of Politeness Markers Used in Communication

Every speaker who uses politeness markers must have certain goals and intentions depending on their needs. Therefore, it is very important to know what factors influence speakers to use politeness markers to understand what influences speakers to use these politeness markers. An explanation of these factors is useful in answering the research question section. As explained by Brown & Levinson (1987, p. 71), there are two factors that influence speakers to use politeness markers when communicating. The two factors are payoff and sociological considerations.

a. Payoff

Payoffs are the advantages and benefits that speakers can gain from using certain politeness markers (Brown & Levinson, p. 71). The term advantage refers to all the considerations that speakers and listeners take into account when communicating with each other. It is like having a speaker think of a way they can reciprocate by using politeness markers when they are communicating. By using on-record politeness markers, the speaker will get the advantage of praise for his honesty because on record is direct without much ado. This can avoid the risk of a bad image in the eyes of the listener. This marker conveys a generous attitude towards the listener so that the speaker is also praised for his cooperation. By using positive politeness, speakers benefit because they can show that they come

from the same group to minimize FTA. By using negative politeness markers, speakers will avoid a bad image due to FTA. An important consideration regarding payoffs is the benefit of not performing face-threatening actions (FTAs). This means that speakers and listeners must respect each other and avoid FTA so that their interaction can run smoothly without either party feeling offended. Another consideration is the advantage of minimizing face threat (FTA), where the speaker tries not to threaten the listener directly. That is, even if a speaker performs face-threatening behavior (FTA), he or she will try to make the threat indirectly so as not to lose the listener's face. In summary, by taking these two factors into account, individuals can discern the type of politeness cues they should employ in communication.

b. Sociological Considerations

According to Brown & Levinson (1987, p.74), three types of sociological considerations affect the use of politeness markers:

(1) Social distance

Absolutely, social distance establishes the spatial and relational dimensions between the speaker and the listener in social interactions, delineating the proximity or distance in their relationship. In this aspect, social distance is actually associated with certain relationships between the speaker and the hearer, such as family relationships, friendship, and others. This means that when there is a relationship like this, the speaker and listener tend to experience the same feelings as friends, family, or groups. Social distance is also influenced by the frequency of communication and interaction between two individuals. The more frequently they communicate, the closer the social distance can be.

(2) Relative power

According to Brown and Levinson (1978, p.77), this relative power factor prioritizes the position of society. Relative power relates to vertical relationships, that is, relationships with elders or people in power, for example, relationships with bosses, managers, superiors, teachers, and so on. We see that this relative power clearly brings respect for others in communication. This is similar to the way individuals strive to show respect to those who are older and hold more social power than themselves. During the teaching and learning process in higher education, when lecturers and students discuss, lecturers tend to use less formal language because they have power over students. Students must be polite and formal when communicating with lecturers because they have less power.

(3) Rank of Imposition

This factor is This element is shaped by the circumstances and context of communication, such as coercion (such as imposition). For example, if the speaker is pressed for time, she may employ politeness markers based on her requirements. So, speakers have the ability to utilize impactful politeness markers to communicate a message that might involve elements of imposition. From this, it can be seen that speakers can consider the reasons why the ranking of imposition should or should not be done, and this decision hinges on the specific situation and the speaker's needs.

1.2.5 Context

In pragmatic politeness, use context to measure what the language user is saying. Yule (1996, p.60) additionally contends that politeness in an interaction can be perceived as valuable for fostering awareness of others' image.

In other words, this study needs to know faces and contexts to analyze politeness markers. Context is also vital in finding the results of politeness analysis. Pragmatic context studies the background of conversations between narratives, including time, situation, circumstances, and place. The explanation is grounded in Yule's context theory, and the researcher intends to apply it in the analysis of politeness markers and their function in advertisements on social media.

1.3 Review of Previous Studies

This research is substantiated by various prior studies. In this section, the researcher will delve into five studies pertinent to politeness markers. They are discussed below.

The first is a journal published by the Mediterranean Journal of Social Sciences in 2012 entitled A Study into Politeness Strategies and Politeness Markers in Advertisements as Persuasive Tools by Pishghadam & Navari. The writer uses the politeness theory from Leech (1983) and Brown and Levinson (1987). The author uses qualitative research methods; data are presented in descriptive form and tables using percentages. Based on the research results, Persian advertisements use indirect strategies, while English advertisements use positive politeness strategies. The limitations of this study lie in its exclusive examination of politeness strategies in English and Persian advertisements. Further research is warranted to explore the use of politeness markers employed by the authors in this particular study. The strength of this research is that the data categories look neat and easy to understand. The similarity between previous research and current research is that both examine objects about advertisements using the theory of Brown and Levinson (1987). Still, the difference is that current

research takes the source of advertising data on social media Instagram, while advertising data in previous studies used popular magazines.

The second is a journal published by the International Journal of Research Studies in Language Learning entitled Politeness Markers in English for Business Purposes Textbook by Mino and Sajedah (2013). The data for this study were sourced from the ESP textbook titled "Business Results," specifically from 45 conversation transcripts included in the textbook. Research data were analyzed using the politeness structure theory of House and Kasper's taxonomy (1981). The research results are presented in tabular form. The results indicated the presence of 304 politeness structures, encompassing 5 politeness markers ("if you don't mind," "please," "I'm curious," "can we...?" and "can you...?"), 3 play-downs, 20 instances from the consultative tool, 30 hedges, 27 sampled understates, 60 downtoners, 34 committers, 4 early warnings, 113 undecideds, and 8 scope-starters. The weaknesses identified in this study, particularly in the analysis of politeness markers, indicate that the examination solely focused on identifying the use of politeness markers in textbooks. There is a notable absence of an analysis regarding the factors influencing the utilization of politeness markers, as observed in the previous studies discussed by the author. Meanwhile, the advantage of this research is that the researcher explains the theory related to the data results clearly and in detail. The distinction between the current research and previous studies lies in the fact that prior research solely scrutinized the utilization of politeness markers in textbooks, lacking a subsequent exploration of the factors influencing the use of politeness markers, as expounded by the earlier author. Therefore, the current research will analyze the use of politeness markers and factors that

influence the use of politeness markers in different objects, namely on the Instagram application. The similarity between the previous research and the current research is that they both examine the topic of politeness markers.

The third is a journal published by Murphy and Levy (2015), entitled *Politeness in Intercultural Email: Australian and Korean Perspectives*. This journal was published in 2015 by the *Journal of Intercultural Communication*. This research aims to analyze politeness and investigate how university staff uses the politeness theory in e-mail used by Australian Universities and Korean Academics staff members in e-mail communications with international students and professional colleagues. The writer uses three data instruments: email text analysis with the Leximencer tool, questionnaires, and interviews. In addition, the writer uses the theory from Brown and Levinson (1987). The study's findings unveil variations and insights into the application of politeness in Korean and Australian academic e-mails. Specifically, it highlights that the accurate use of formality and titles emerges as the foremost crucial aspect of politeness in intercultural e-mail communication. In general, the previous research closely parallels the current study, as both aim to analyze the utilization of politeness. The current study differs from previous research in terms of its object of analysis. Prior studies have exclusively concentrated on politeness strategies employed in email communication within the context of Korean and Australian academics. Nevertheless, the analysis of politeness markers remains unresolved according to the author. Therefore, this latest research will analyze politeness markers in business account posts on Instagram.

Next is research from Sufyan and Duha (2016). The title of their research is Translation of Politeness in Audio-Visual Advertising from English to Arabic. In this research, the writer uses the theory of Brown and Levinson (1987). This study incorporates 44 audio-visual advertisements, comprising 22 in English and 22 in Arabic, representing a variety of brands. In this study, researcher used descriptive and analytical methods. Based on the research results, the combined total of politeness strategies identified in the chosen advertisements from both languages is 161, encompassing various strategies such as bold politeness, positive politeness, and negative politeness. The strength of this research is that the researcher briefly explained the data analysis. Therefore, the reader will easily understand this thesis. The weakness of this study is that the author needs to explain the theory related to this research topic. The similarity between the current research and previous research is that they both analyze advertising. Still, the difference is that the current research analyzes advertising on the Instagram application while the previous research analyzes advertising on TV.

The last one is research from Rohman et al (2020). The title of their research is Linguistic Politeness Markers at the Australian Embassy in Indonesian Social Media. This study employs a qualitative descriptive method utilizing content analysis techniques. The data sources were gathered from Instagram and Facebook, amalgamated in the year 2017. Data were selected based on the theme of education and culture. According to the study's findings, the researcher identified 55 politeness markers, encompassing 15 forms of greeting. These greetings manifested in various forms, including expressions of congratulations greetings, respectful greetings, come on or come on, familiar forms of greeting,

immensely liked, pleasant, impatient, do you know you, better, how, for the study, we wish you all the best, and we want to congratulate you. The weakness of this study is that there needs to be an explanation between the data and the theory related to the data in the research. Meanwhile, the strength of this research is that the authors analyze the data clearly and easily understood. The commonality between the prior research and the present study lies in their shared focus on analyzing politeness markers, employing a descriptive qualitative analysis approach. Still, the difference is that the current research analyzes the use of advertisements in Rainbomushrooms account posts on the Instagram application. In contrast, the previous research analyzes the use of politeness markers in Australian embassy posts.

Therefore, this study tries to examine and analyze the things that influence the utilization of politeness markers across diverse study domains, specifically within the context of the Instagram application. In addition, an analysis of the politeness markers of the written text in advertising has not been carried out, especially in the Instagram application. This research was conducted to add to some of the shortcomings of previous studies. The reason why researcher chose the Instagram application because, until now, because there has not been any researcher who discusses about the use of politeness markers in applications, especially in the field of advertising. The data from this study are English writing containing politeness markers published on business accounts on Instagram. The researcher has opted for a qualitative research method, intending to present the research findings in a qualitative and descriptive manner through textual explanations and tables. Furthermore, the researcher will employ Brown and

Levinson's (1987) politeness theory alongside the pragmatic identity method to analyze the politeness markers in the study. So this study's aims and objectives will differ from previous studies.

1.4 Research Question

Talking about politeness can be found in everyday life, both in writing and speaking. Politeness markers encompass the implementation of politeness principles in both oral and written forms of communication. Politeness markers are expressions that use polite words or sentences that function to make speech more polite. From the description above, the researcher poses the subsequent research questions as stated:

1. What are the types of politeness markers used in advertising posts on Instagram?
2. What are the factors influencing the choice of politeness markers used in advertising posts on Instagram?

1.5 Objectives of the Research

The objective of this study is to identify the politeness indicators utilized in advertisements. The aim of this study can be articulated as follows:

1. To analyze the types of politeness markers used in business account posts on Instagram.
2. To investigate the factors influencing the selection of politeness markers in advertising posts for Rainbomushrooms on Instagram.

1.6 Scope of the Research

This study focuses to analyze the types of politeness markers, the most dominant type of politeness markers, and the factors influencing the selection of

politeness markers used in advertising posts on Instagram. The data used are screenshots of advertising posts on the Rainbomushrooms Instagram account, collected in November 2022-August 2023. The reason why the reseracher choose this period because November is an end-of-year month, products owners often offer end-of-year discounts or bundle package by providing information through ads they post on their accounts. This is an easy way for the researcher to collect the data because in the ads post they often use polite language and persuade the people to get buyers interested in the promotions they are offering. The researcher ended the data search in August because the data needed to be analyzwilled based on the types of politeness markers from Brown and Levinson were sufficient. In this study, researcher analyzed the use of politeness markers by business account users on Instagram. The research data was obtained from English language writing containing politeness markers posted by the Rainbomushrooms business account on Instagram. Then, this research was conducted using Brown and Levinson's (1987) politeness theory.

