

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Research

Language is a very important aspect of interaction. The formation of good interactions is of course influenced by the individual's insight to understand language. The people's competence to interact is studied in pragmatics. Pragmatics is the ability to understand the language and use language effectively to achieve a particular purpose (Thomas, 1983). Levinson (1983), said pragmatics is the study about how users can pair sentences in context. Pragmatics is concerned with how someone can interpret what is expressed by the speaker. According to Yule (1996), Pragmatics is related to the study of meaning and focuses on examining how a speaker communicates and how a listener interprets that meaning. Thus, to be understood and the context conveyed well, someone must convey their words politely.

In this thesis, the researcher will analyze the politeness theory and the application of politeness strategy. Politeness is the way people show their good manners through language in communication. Politeness is an etiquette in communication that aims to respect people during their interactions and avoid misunderstandings. Leech (1983), said politeness is an action used to establish communication. Politeness can be defined by how others communicate with words or strategies that are appropriate to their relationship (Revita and Trioclarise, 2009). Politeness strategy is the strategy used to show how respect people to each other in social interaction. The concept of politeness strategy was

developed by Brown and Levinson, who proposed the politeness strategy hypothesis based on the idea of face-threatening acts. According to Brown and Levinson (1987), the politeness strategy is a method employed during conversation to preserve or protect the face of the listener.

Nowadays, people can interact in many ways. Not only face-to-face interaction, communication can be done through social media. Boyd & Ellison (2008) defined social media as a website that allows users to create profiles and interact with other social media users. Social media combines public and private forms of communication through a networked database system (Meikle, 2016). One type of social media used today is Instagram. Instagram is a mobile application that serves as a platform for sharing daily activities, advertising, entertainment content, news, and more through pictures and videos. Instagram allows its users to edit, upload and take photos and videos. Users are able to post their daily lives and then other people can interact with users by leaving comment and pressing the like button. The remarkable achievements of Instagram corroborate the findings in a recent Pew report, which indicate that photos and videos have emerged as the most common forms of online social interaction (Rainie, Brenner, and Purcell 2012). In this research, the researcher will analyze the politeness strategies that appeared in the comment section of America's Got Talent's Instagram account.

America's Got Talent is an American audition program which created by Simon Cowell, who was also one of the judges at the audition program that shows people's talent like singing, dancing, comedy and other talent to judges and a

national audience in order to get a huge prize. The reason America's Got Talent was chosen for this study is because this show was the biggest show in America which has many fans around the world, where the event occurs and takes place in real life and is uploaded on social media, creating an opportunity for people to express their opinions through comments left on social media, which contain politeness strategies needed by the author in researching this research. Because it presents various kinds of talent performances, America's Got Talent has become an inspiration for some people to appear on the show and win prizes offered by America's Got Talent.

However, with so many enthusiasts from all over the world, the America's Got Talent Instagram comment section is filled with positive comments directed at the contestants. Therefore, the researcher is interested in analyzing the comments left on the America's Got Talent Instagram comment section about what politeness strategies are most widely use by men and women.

## **1.2. Theoretical Framework**

### **1.2.1 Pragmatics**

Levinson (1983), said pragmatics is the study about how users can pair sentences in context. Pragmatics is the ability to understand the language and use language effectively to achieve a particular purpose (Thomas, 1983). Pragmatics is a subfield of linguistics that studies how contexts relate to meaning, studied how to pair sentences to be in line with the desired context. Pragmatics is concerned with how someone can interpret what is expressed by the listener. According to Yule (1996), Pragmatics is related to the study of meaning and

focuses on examining how a speaker communicates and how a listener interprets that meaning. In studying pragmatics, there are advantages and disadvantages. The benefit is that one can know what meaning someone wants, and the drawback is that this concept is quite difficult to analyze. Yule (1996), said the advantage of using pragmatics to study language is that allows people to discuss people's intended meanings, presumptions, their aims or goals, and the kinds of acts they are engaging in when speaking. The main drawback is that it is quite challenging to consistently and objectively analyze all of these highly human ideas. In conclusion, pragmatics is a study of meaning by the context, how the speaker or writer says a sentence in conversation and how the listener can interpret the speaker's words according to the context of the conversation. So that a conversation can occur clearly without any miscommunication between the speaker and the listener.

### **1.2.2 Politeness**

According to Yule (1996), politeness is a tool used to preserve and demonstrate awareness of others' faces. Politeness is employed to ensure that one's own and others' self-image appears favorable, fostering respect in social interactions within the community. Brown and Levinson (1987), argue that politeness is an action taken to prevent and manage the image of both oneself and others. According to Pardede, Herman, and Pratiwi (2019), Politeness is the speaker's expression to reduce the facial threat that is caused by a certain threatening face towards other people. Politeness is an aspect present in

communication to evoke respect and maintain someone's feelings, thus facilitating smooth social relationships.

### **1.2.3 Politeness Strategies**

One of the politeness theories is the politeness strategy. Politeness strategies are used to convey words politely which is easy to observe because politeness strategy can be found in everyday conversation. Politeness Theory According to Penelope Brown and Stephen Levinson (1987), when an individual performs an Face Threatening Acts, they must use politeness strategies to maintain social harmony. Politeness strategies can include apologies and positive politeness which show people's interests and desires.

According to Brown and Levinson (1987), there are 4 strategies of politeness. They are:

#### **1. Bald-on-record**

Bald-on-record is a strategy that occurs when someone speaks clearly, straightforwardly, and to the point. According to Brown and Levinson (1987), bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, obvious and concise way. There are sub-strategies in bald-on-record strategies, there are:

- a. Cases of Non-minimization of the facethreat, this case occurs when the speaker has greater power than the hearer. For example, come home right now! (Brown and Levinson, 1987, p.97). From the example the sentence means a command to someone, the speaker shows her power by telling the

listener to go home as soon as possible. The sentence shows a clear command to the listener.

- b. Cases of FTA-oriented bald-on-record usage, this case is usually used to invite or welcome someone, stop conversing, and offer something. For example, Come in, don't hesitate, I'm not busy (Brown and Levinson, 1987, p.99). The speaker assures the reader that he is not busy and invites the listener to his place. This sentence indicates a clear and understood command to the listener.

## **2. Positive politeness**

Positive politeness strategy is a strategy used to show one's friendliness and increase closeness to one another that includes compliments, kindness, and attention directed by the speaker to the listener. According to Bengsch (2010), The positive politeness strategy is used to save the listener's face by considering the listener as part of a group that believes that the FTA is not understood as a negative evaluation of the listener. There are sub-strategies in positive politeness, such as:

- a. Notice, attend to hearer (his/ her interests, wants, needs, goods)

This approach suggests that the hearer wants the speaker to notice and agree with the hearer's condition. For example, You must be hungry, it's a long time since breakfast. How about some lunch? Brown and Levinson (1987, p.103). The speaker notices the listener hasn't eaten for a long time since breakfast and asks the listener to have lunch. This sentence show the speaker notice and shows his

attention and concern to the listener, so this sentence is included in the positive politeness strategy.

b. Exaggerate (interest, approval, sympathy with hearer)

This approach shows how the speaker expresses interest and sympathy to the hearer. For example, How absolutely marvelous! Brown and Levinson (1987, p.104). In the sentence, the speaker gives a compliment to the hearer, the utterance shows the speaker looks interested to the hearer makes the hearer feel happy and satisfied.

c. Intensify interest to hearer

This approach shows the speaker's participation and interest in the hearer. For example, You always do the dishes! I'll do them this time. Brown and Levinson (1987, p.107). In this sentence, the speaker shows his concern by offering to do the work usually done by the listener. This is the way speakers care and are interested about the hearer and make the hearer feel appreciated.

d. Use in-groups identity markers

By using the address forms to make the hearer feel comfortable and show how polite the speaker is. For example, Help me with this bag here, will you, luv? Brown and Levinson (1987, p.108). In this sentence, the word 'luv' is an address form used to show the positive politeness of the speaker, and this address form makes the hearer feel respected.

e. Seek agreement

In this approach, the hearer repeats what the speaker says in a conversation. For example, A: I had a flat tyre on the way home, B: Oh God, a flat tyre! Brown

and Levinson (1987, p.113). In this sentence, the reaction shows the possible way to answer by repeating part of it rather than not saying anything to the hearer. The listener repeats the phrase 'flat tyre' to demonstrate politeness; this is better than not responding at all.

f. Avoid disagreement

This approach avoids disagreement, by responding to the utterances with avoid answers that are inappropriate and hurt the listener's feelings. For example, A: That's where you live, Florida? B: That's where I was born. Brown and Levinson (1987, p.114). The example shows the speaker avoids blaming the hearer to keep the hearer's face. In the sentence, rather than blaming the listener's statement, the speaker chooses to respond with a more polite statement to avoid hurting the listener's feelings.

g. Presuppose/ raise/ assert common ground

This approach shows that the speaker and hearer are spending time together, and engaging in small talks. For example, Oh dear, we've lost our little ball, haven't we, Johnny? Brown and Levinson (1987, p.119). The hearer's face can be saved with loving words even if they lose their ball. In this sentence, the speaker expresses sympathy to preserve the listener's feelings due to the loss of their belongings.

h. Joke

This approach is a basic positive-politeness technique used to impart knowledge. For example, OK if I tackle those cookies now? Brown and Levinson (1987, p.124). The speaker used jokes as an exploitation of politeness strategies



and jokes may minimize an FTA. The speaker uses the word 'tackle' as a joke to express his intention.

i. Assert or presuppose Speaker's knowledge of and concern for H's wants

The speaker knows and offers what the hearer wants. For example, Look, I know you want the car back by 5.0, so shouldn't I go to town now? Brown and Levinson (1987, p.125). The speaker tries to offer what the hearer wants. In the sentence, the speaker is aware of the listener's desire and he offering what the listener wants.

j. Offer, promise

The speaker knows what the hearer wants, and if the hearer wants something, the speaker will offer and help the hearer to get what he wants. For example, I'll give you money if you help me to clean the house. From the example above, the speaker promises to give the hearer money if the hearer helps her to clean the house. The hearer feels appreciated and his positive face has been satisfied because the speaker promised him money after he did something.

k. Be optimistic

The speaker assumes the hearer has the same opinion as the hearer. For example, Wait a minute, you haven't brushed your hair! (as husband goes out of the door) (Brown and Levinson, 1987, p.126). From the example above, the wife assumes that her husband will have the same thoughts as her, brushing his hair before appearing in public.

l. Include both speaker and hearer in the activity

The speaker invited the audience to join them. For example, Let's have a cookie, then. (i.e. me) , Brown and Levinson (1987, p.127). This action means the speaker wants the hearer to do the same activity with them.

m. Give (or ask for) reasons

The speaker will give the reason why they invite the audience to participate in their activity. For example, Why don't we go to the seashore? Brown and Levinson (1987, p.127). The sentence shows the speaker issues an invitation to the listener to go somewhere, prompting the listener to inquire why they should go together. The speaker then explains the reasons for them to go together.

n. Assume or assert reciprocity

The listener offers a reciprocal relationship, where if the listener wants to help him then he will do the same to the listener. For example, Johnny, if you give me your jacket, I will cook for you every day. From the example, the speaker offers a reciprocal relationship to make both of them feel happy because if the hearer wants to give his jacket to the speaker, the speaker will be happy to get the hearer's jacket, and the hearer will be happy because he will treat by speaker's meal every day.

o. Give gifts to hearer (goods, sympathy, understanding, cooperation)

The speaker will make the hearer satisfied by giving what the hearer wants, such as goods, sympathy, understanding, and cooperation. For example, Eat the watermelon as much as you want, Mark! From the example, the speaker wants the

hearer to feel comfortable and feel respected because she giving watermelon to the hearer.

### **3. Negative politeness**

Negative politeness is a strategy used to convey one's intentions and purposes gently, in order to preserve the listener's face and avoid creating a sense of imposition on them. Brown and Levinson (1978) said, it is a remedial action directed at the addressee's negative face, who distinguishes between positive and negative politeness and requires the addresser to give them unrestricted freedom of action and consideration. According to Brown and Levinson (1987), negative politeness consists of 10 strategies, they are:

#### **a. Be conventionally indirect**

The speaker wants to provide the listener with an 'out' by being indirect, but the speaker also wants to say it directly. For example, Why are you painting your house purple? (Brown and Levinson, 1987, p. 133). The words spoken by the speaker fall into an innocent question that is intended to be conveyed indirectly, but in reality, the question goes on record. Indirectly, the speaker wishes for the listener to paint their house a color other than purple.

#### **b. Question, hedge**

Used to express something less certain or more than imagined. Brown and Levinson (1987) say a hedge is a word, particle, or phrase that changes how much a predicate or noun phrase belongs in a set. For example, I'm pretty sure I've read that book before (Brown and Levinson, 1987, p. 145). The words spoken by the

speaker indicate that they are unsure about their opinion and are only predicting that they have done it.

c. Be pessimistic

This strategy is used to lower the speaker's expectations toward the listener, and it provides redress to the hearer's negative face. For example, Perhaps you'd care to help me (Brown and Levinson, 1987, p. 175). From the example, the sentence shows the speaker lowers their expectations and tempers their statement with doubt and a sense of pessimism.

d. Minimize the imposition

The speaker reduces the burden of their request to the listener to make it sound less taxing and appear easy to fulfill. For example, I just want to ask you if I can borrow a single sheet of paper (Brown and Levinson, 1987, p. 177). From the example, the speaker requests cautiously to ensure that their request can be fulfilled by the hearer.

e. Give deference

The speaker shows their respect to the listener to maintain the listener's positive face. For example, We look forward very much to dining with you (Brown and Levinson, 1987, p. 181). From the example, the speaker demonstrates respect by expressing it through words spoken to the listener, creating a sense of being valued in communication. The sentence conveys the speaker's hope to have dinner with the listener.

f. Apologize

The speaker expresses an apology if their words or actions might disturb the hearer. For example, I hope this isn't going to bother you too much (Brown and Levinson, 1987, p. 188). There is an indirect apology in the speaker's expression to avoid disturbing the listener with their actions. From the example, the sentence implies that the speaker doesn't want their actions to be a disturbance to the listener.

g. Impersonalize S and H

The speaker avoids using 'I' and 'you' to make the conversation appear more natural. For example, It is not possible (you) do that (Brown and Levinson, 1987, p.192). The speaker chooses not to use the word 'you' in their utterance. It means the speaker impersonalizes the hearer, so this makes it not related to an individual.

h. State the FTA as a general rule

This strategy involves presenting a request or statement in a general way, like a general social rule, regulation, or command that is stated broadly. For example, The committee request the President... (Brown and Levinson, 1987, p. 207). From the example, the utterance is directed at the president but delivered in a general manner.

i. Nominalize

This strategy transforms statements into noun forms to make them sound more neutral and less burdensome to the listener. For example, We urgently request your cooperation change to Your cooperation is urgently requested (Brown and Levinson, 1987, p. 208). From the example, the words 'we urgently request your

cooperation' are changed to 'your cooperation is urgently needed' so that the listener doesn't feel burdened.

j. Go on record

The speaker expressed their opinion to the listener clearly and explained the meaning of their statement to the listener. For example, I'll never be able to repay you if you... (Brown and Levinson, 1987, p. 210). From the example above, the speaker honestly conveys their opinion to the listener.

**4. Off-record**

Off-record is a strategy that conveys something indirectly, with an implied meaning from the words spoken. Brown and Levinson (1978, p. 230-232) said one of the main strategies of non-recording and its sub-categories, giving hints, giving association clues, presupposing, understanding, overstating, using tautologies, using contradictions, being ironic, using metaphors, and using rhetorical questions.

a. Give hints

The speaker says something with a specific intention by providing implied hints in their words. For example, It's cold in here (Brown and Levinson, 1987, p. 215). From the example, the speaker wants the hearer to shut the window by saying the atmosphere is cold.

b. Give association clues

The speaker mentioned something related to the act required. For example, Oh God, I've got a headache again (Brown and Levinson, 1987, p. 215). From the

example, the sentence means the speaker wants the hearer to buy him medicine without saying that, the speaker prefers to say he has a headache.

c. Presuppose

Referring to an assumption or belief about something that is said or done. For example, I washed the car again today (Brown and Levinson, 1987, p. 217). From the example, the sentence means he presupposes he washed his car last week and did it again today.

d. Understate

The speaker says something that is not excessive and reduces the statement from what is required. For example, It's not half bad (Brown and Levinson, 1987, p. 218). From the example, the sentence 'not half bad' means something good and better than expected. The speaker assumes it's surprisingly good.

e. Overstate

The speaker says a lot more than is necessary. The speaker intentionally exaggerates something to convey a high level of enthusiasm. For example, There were a million people in the Co-op tonight! (Brown and Levinson, 1987, p. 219). From the example, the speaker says something excessive although it's not necessarily that many who will come to make people feel enthusiastic.

f. Use tautologies

The speakers say something that is already clear in meaning but is expressed to clarify and strengthen a statement. For example, War is war (Brown and Levinson, 1987, p. 220). From the example, the speaker repeats the word 'war' to

emphasize that their opinion is absolute and cannot be changed by anyone. The speaker makes the statement to eliminate any doubts in the hearer.

g. Use contradictions

The speaker makes a statement that contradicts their actual intention, they state two contradicting things. For example, Well, John is here and he isn't here (Brown and Levinson, 1987, p. 221). From the example, the speaker says he can't tell the truth by saying two possibilities that exist.

h. Be ironic

The speaker says something indirectly contradictory to provide a subtle way of criticizing. For example, John's a real genius (Brown and Levinson, 1987, p. 222). The speaker says that sentence after John has just done twenty stupid things in a row. It means the speaker just wants to convey sarcasm.

i. Use metaphors

The speaker saying something that is not meant literally. For example, Harry's a real fish (Brown and Levinson, 1987, p. 222). The speaker said that because Harry can do what the fish does. The sentence could mean Harry is exceptionally good at swimming, hence the speaker nicknames him as a fish.

j. Use rhetorical questions

The speaker uses the question because the speaker wants the hearer to give subtle hints or clues. For example, What can I say? (c.i. Nothing, it's so bad) (Brown and Levinson, 1987, p. 223). The speaker says the word without obtaining an answer. The question implies that the speaker wants someone to help them answer something.



k. Be ambiguous

The speaker says ambiguous words to make the hearer guess the meaning. For example, John's a pretty smooth cookie (Brown and Levinson, 1987, p. 225). From the example, the speaker wants the hearer to guess the meaning of her utterance. The speaker wants the hearer to guess what 'pretty smooth cookie' means.

l. Be vague

The speaker provides information that is unclear in its accuracy. For example, Perhaps someone did something naughty (Brown and Levinson, 1987, p. 226). The speaker saying something unclear whether it occurred or not. In the example, the speaker uses the word 'perhaps' which means that it may not necessarily happen.

m. Over-generalize

The speaker says something general that involves everyone or situation. For example, Mature people sometimes help do the dishes (Brown and Levinson, 1987, p. 226). From the example, the expression is used to avoid personal conflicts between individuals.

n. Displace H

The speaker shifts responsibility onto the listener to avoid making a direct request. For example, when the secretary asks another to pass the stapler, where a professor is much nearer to the stapler than the other secretary, and he chooses to do it as a 'free gift' (Ervin Tripp, 1927).

- o. Be incomplete, use ellipsis

The speaker intentionally expresses something with an incomplete sentence, allowing the listener to interpret the speaker's meaning without pressure. For example, Well, I didn't see you.. (Brown and Levinson, 1987, p. 227). The speaker deliberately uses unfinished sentences, allowing the listener to infer the speaker's intent.

#### **1.2.4 Factors Influencing the Choice of Politeness**

According to Brown and Levinson (1987), here are the factors influencing the choice of politeness:

##### **a. The Payoffs**

Payoff refers to the outcomes of using politeness strategies. When someone uses politeness strategies, they are expected to avoid conflict, maintain politeness, and request assistance politely. Brown and Levinson (1987), explain the payoffs of each strategy they have outlined.

The payoff by going on record, the speaker can get the advantages, such as enlisting public pressure on the intended party or garnering support for oneself, receiving credit for being honest, for expressing that he trusts the addressee, getting credit for frankness, being seen to be a manipulator to avoid the danger, being misinterpreted to avoid the danger, and he can have the opportunity to pay back in the face which takes away by the FTA.

The payoff by going off record, the speaker can get credit for being considerate, can avoid the face-damaging interpretation, can test hearer's feelings

towards the speaker by giving the opportunity to the addressee, and the speaker considers both the listener and themselves as equals in the interactions.

The payoff by going positive politeness, the speaker can minimize the FTA by providing assurance to the listener that S regards himself as 'of the same kind', and wants whatever he wants. Another payoff is S can avoid or minimize the FTA such as requests and offers, either by mentioning the mutual give-and-take or the continuous connection between the listener and himself.

The payoff by going negative politeness, a speaker can benefit in some ways; he can show respect, and deference, avoid incurring a future debt, keep a social distance, give the real 'out' to the addressee, and pretend to provide a way out without actually doing it.

#### **b. The circumstances: Sociological variables**

Brown and Levinson (1987) proposed three sociological variables such as: The social distance (D), the relative power (P), and the absolute ranking (R).

(i). The social distance between the speaker and the hearer (D). This social scale is related to the social distance and personal relationship between the speaker and the listener. They consider that the feelings of closeness in the relationship between the speaker and the listener affect the level of politeness in communication. Politeness will be less necessary if the interpersonal relationship is closer. Conversely, if the relationship between individuals is distant, then politeness becomes highly important to use.

(ii). The speaker and hearer's relative power (P). This refers to the extent to which the speaker and hearer have power in their relationship. This power is influenced

by factors such as age, gender, wealth, or roles in communication. The speaker and hearer's relative power is one of the factors that affect the use of politeness strategies. Brown and Levinson (1987), argue that the speakers will use politeness strategies depending on how close they are in terms of relative power.

(iii). The absolute ranking of impositions in the particular culture. The term absolute ranking refers to a full-rated term, which is linked to the level of imposition determined by the speech act's relative position in relation to other speech acts. This refers to the application of politeness theory within a culture. Politeness strategies are highly needed within a culture because the politeness used varies and affects how people interact using specific politeness strategies.

### **1.2.5 Context**

Leech (1983) says that context is considered as information claimed by the reader and the audience, which is translated by the listener according to their understanding of what the speaker is saying. Context is crucial in communication because it serves as the link between the listener and the speaker. The listener will understand the speaker's intention through the context translated by the listener. Therefore, the context relies on the listener's comprehension of the speaker's words.

Finnegan et al. (1997), states that the most important factor in understanding a statement lies in the context of its utterance. The context has the potential to impact how the speaker uses language. Context brings the speaker and the listener into the same discussion, resulting in a focused conversation because the role of context is highly significant in regulating a conversation.

### 1.3. Review of Previous Study

The researcher found some previous studies related to the researcher's study, which talk about politeness strategies. These articles help the writer conduct the research. The following are the earlier studies that the researcher found.

First, a journal article entitled 'Analysis of Politeness Strategies on Comments in Influencers Instagram Account' by Siti Aminatus Sholehah and Zaenul Wafa (2023). This research aims to identify and find the most politeness strategy netizens use on comments in influencers' Instagram accounts. The result of this research is the most politeness strategy used in the comments is the Positive Politeness Strategy, with 22 out of 45 comments in Positive Politeness Strategies. The strength of this research is that it uses not only one Instagram account but several Instagram accounts as data. The weakness of this study is that in the abstract, the researcher wrote using screenshots of comments as data, but the article did not include screenshots of the data. The difference between the researcher's thesis and this journal article is that this journal article uses several Instagram accounts for its data. Meanwhile, the researcher only used one Instagram account for this research.

Second, research by Febianti Safila (2022) entitled 'Politeness Strategies Found In The Comments on Cinta Laura's Instagram Posts.' This study aims to identify politeness strategies and variables that affect follower's comments. The result of this study is the researcher has found the most dominant strategy used on the Cinta Laura Instagram account's comments are positive politeness strategies.

The strength of this research is that the researcher's research results are clear and not difficult to understand. The weakness of this study is the researcher did not explain the examples contained in each politeness strategy. The differences come from the Instagram accounts, in which Safila (2022) takes data from Cinta Laura's account. Meanwhile, the researcher takes the data from America's Got Talent account.

Third, a journal article entitled Politeness Strategy Used by Indonesian Netizen and Anies Baswedan's Twitter and Instagram Account by Niadaniati Silitonga and Arsen Nahum Pasaribu (2021). This research aims to analyze the politeness strategy produced by Indonesian Netizens on Anies Baswedan's Twitter and Instagram accounts. The theory used in this research is the theory from Brown and Levinson (1987). In collecting the data, the writers applied documentation and observation. The result of the study is that several comments are divided into several types according to the strategy in the comment. The most dominant strategy used is the positive politeness strategy, which exaggerates (interest, approval, and sympathy). The strength of this research is that it includes the percentage details that make the data robust and easy to comprehend. The weakness of this research is the lack of a theory that can be used to analyze the research problems. The difference comes from the data source; Silitonga and Pasaribu (2021) take their source of data from Anies Baswedan's Twitter and Instagram accounts; meanwhile, the researcher takes her data source from America's Got Talent Instagram account.

Fourth, a journal article entitled ‘Politeness Strategies of The Comments Toward Trump’s Instagram Post on Internasional Women’s Day’ by Yunisaa Ammaida (2020). This article aims to describe the politeness strategies used in Donald Trump’s Instagram on International Women’s Day and what factors influenced people to use the strategy. This research used the theory by Brown and Levinson (1987). The result of this research is people used some strategies, such as thirteen positive politeness strategies, five bald-on-record strategies, thirteen off-record, and seven negative politeness strategies found in the comment. The strength of this research is that the researcher used several methods to ensure the truth of the data; besides that, the researcher also ensured the truth of the data by asking the lecturer. The weakness of this research is that the researcher did not include a table of the results of her analysis, so the results of her research were a bit difficult to see.

Fifth, research by Ocha Cyntia Apriliani (2020) entitled ‘Positive Politeness Strategies Used by The Leader of Bangtan Boys on Interviews.’ This study aims to analyze the positive politeness strategies used by the leader of Bangtan Boys and the factors that influence the choice of strategies. The result of this study is that the leader of Bangtan Boys used the highest positive politeness strategy 15: Give gifts to the hearer. The researcher found 10 data from 55 data. The strength of this research is how the researcher explains the data clearly and easily. The weakness of this research is that it only focused on the speaker side and only found a small number of positive politeness strategies. The differences

come from the data; Apriliani (2020) uses YouTube videos for her data. Meanwhile, the researcher takes data from Instagram as her source of data.

Thus, all of this research is very useful to help researcher analyze their research because of the various information that researchers get from previous research. However, many previous studies are not perfect; all of these studies can help the researcher conduct this research. With all of this research, the researcher will be able to understand more about what a politeness strategy is and the strategies that are included in it.

#### **1.4 Research Question**

This study will focus on analyzing the politeness strategies used by men and women in America's Got Talent Instagram post comments. The research questions are:

1. What are the types of politeness strategies used by men and women on America's Got Talent Instagram's comments?
2. What are the factors that influenced the choice of politeness strategies used in America's Got Talent Instagram posts' comment?

#### **1.5 Objective of The Research**

The following are the objectives of this research:

1. Identify and analyze the types of politeness strategies used by men and women in the comments on America's Got Talent's Instagram.



2. To describe factors that influenced the choice of politeness strategies used in America's Got Talent Instagram posts' comment.

### **1.6 Scope of the Research**

There are various types of politeness strategies, according to Brown and Levinson (1987), such as positive politeness strategy, negative politeness strategy, bald-on-record strategy, and off-record strategy. However, this research will discuss politeness strategies most widely used by men and women in the comment section on America's Got Talent Instagram account. This research will be limited to analyzing the comments containing politeness strategy posted on two posts on odd dates in October 2023. The researcher chose two posts on odd dates in October 2023 because, in that month, the audition process was still ongoing, so the posted comments allowed for a potential diversity of comments. To limit the comments that will be used as data, the researcher uses comments observation method and filters the comments that contain politeness strategies only which become data in this thesis.