

## **CHAPTER I INTRODUCTION**

This chapter gives the information for the readers about research background of the study, statements of the problem, purposes, scope and limitation, significance, and definition of key term.

### **A. Background of the study**

Language is an important thing in communication. Language is a system or method for people to make interaction and make a relationship. Without language people cannot communicate or interact with each other. As a social being, everyday people use language to communicate with other. With communication we get a lot of informations. Nowadays, communication can be from any sources, there are direct conversations, utterance, even from internet.

Many factors can influenced the use of language in around us such as: linguistics, social, and background of individual as users. According to Anderson and Trudgill P. (in Sanjaya, 2009) who stated that language can identify the speakers type of human being in social. Which are good or bad, polite or impolite, educated or uneducated, native or non-native, black or white people, teenager or old. From the statement above, it can show that we can recognize people in what type of human being in a social through language. Language has many kind of variation between formal and informal language for communication. Politeness is part of the communicative

competence of native speakers, and knowing what is polite in a given context is often as important as knowing the words of language. Based on Fitriah, F., & Hidayat, D. N. (2018), A cultural convention of politeness refers to judgment of people's speech behaviour on the basis of the community's social values. It seems that a cultural convention originates from a particular sociocultural system, so understanding this notion is a prerequisite to behaving competently in that community. According to Abdul-Majeed, R. K. (2009). Brown and Levinson's politeness theory provides a model for speakers' motivated usage of politeness strategies in spoken interaction. Brown and Levinson propose that "all competent adult members of a society have (and know each other to have) face" (Brown and Levinson 1987). They define "face" as "the public self-image that every member wants to claim for himself". Brown and Levinson (1987) proposed the influential model of politeness, which focuses on rationality and face. Face in Brown and Levinson's terminology, has a positive and a negative aspect. Positive face is the desire to be accepted or liked by others, and negative face is the need to be independent and not be imposed on by others, Fitriah, F., & Hidayat, D. N. (2018).

As we know human are social beings. Human can not life without other people, language is important to them for make relation between each other. In order to communication well, people required to be able to choose language to have polite conversation. According to Fitriah, F., & Hidayat, D. N. (2018), People can express politeness in a number of ways when they interact with

each other; the addressee's age, status, position, relationship, social constraints, gender, and so on. In fact, every person has different background, so it influence the communicate style. For the example, when the younger ask to older people, the younger ones automatically talk with polite language and low tone.

Politeness is used to understand utterance in society. When people communicate, we are needs to know how the conversation between each other run well and no one not feel offended. Therefore, people need to use politeness strategies to know the response from the listeners. Politeness strategies use to minimize or to avoid bad response. When people used politeness to communicate with each other, that means we respect with other people and reduce misunderstanding. Based on Brown and Levinson (1987), there are four types of politeness strategies, positive politeness, negative politeness, bald on record, and off record.

These days, communication can be found from any sources, not only direct conversation or utterance but also from the internet. Many social media application that people use for communicate, such as: Instagram, Twitter, Facebook, etc, Communicating on those social media we can give our opinions though comments. In comments we can give our opinions. The one of social media that provides to write comments for the user is Instagram application.

Almost of the people in this world use Instagram, starting from common people, artist, movie producers, politicians, even the president. People use

Instagram to share the user activities, to know the other user activities and also for communicating. Instagram contains photos, video, and caption from the user. Instagram has function such as: showing activities through picture and video, working business, and advertising. In photos or videos of Instagram, we can like and give our comments to show the expression about these. The comments can be categorized into written verbal communication because of the language used indirectly.

This study focuses on Instagram comments, the researcher choose Instagram from several Indonesian Influencers as an object because from influencer we know the response from society. Gita Savitri Devi, Rachel Venya, and Cut Rizki are some of the influencers' Instagram account that will be analyzed.

The researchers chose these three influencers because they were active on social media, especially Instagram. They often post the photo and sometime even some of them reply to comment from their followers on Instagram. First, the researcher choose Gita Savitri Devi because she has inspired content and she is idolized by millennial people. Second, is Rachel Venya, she often review about beauty product and she is businesswoman. The last is Cut Rizki she is active on Instagram because she often share about the journey fight for acne, netizen usually call of acne fighter.

Based on the explanation above, the researcher interested to conduct research about An Analysis of Politeness Strategies on Comments in Indonesians' Influencers Instagram Account.

**B. Statement of the problem**

From the research background above, researcher wants to discuss the problem right down below:

1. What types of the politeness strategies are used on comments in Indonesian Influencers instagram account?
2. What are the dominant types of politeness strategies used on comments in Indonesians' Influencers instagram account?

**C. Purpose of the study**

Based on the problem of the study, this particular research aims to find:

1. To describe the type of politeness strategies used by the netizen on comments in Indonesian Influencers instagram account.
2. To know the dominant type of the politeness strategies that used on comments in Indonesian Influencers instagram account.

**D. Scope and limitation**

The scope of this research is about language and politeness strategies. Meantime, the limitation of this research is politeness words variation that used people on comment in Indonesian Influencers Instagram account.

**E. Research Significance**

The significant of the research can be divided into two, namely theoretical and practical. The theoretical benefit is that aims to check exiting theories, while practical benefits are a useful benefit for solving practical problems.

1. Theoretically, the research findings are expected to increase the understanding of politeness strategies on comments Indonesians' Influencers instagram account.
2. Practically of the research can be useful for students
  - a. English Department, this research is expected to give an additional reference to the study of politeness strategies on comments in Indonesian Influencers instagram account.
  - b. English lecturer, this research to contribute to teaching of politeness strategies on comments in Indonesian Influencers Instagram account. Lecturers can be use the finding of this research as an additional resource in politeness strategies.
  - c. The student of English  
This research it might be used to learn about politeness that can be used for daily communication and add their knowledge about politeness words.
  - d. The next researcher  
This research it also can be used for reference to do the research. Hopefully gives a preview of politeness strategies in the context of on comments in Indonesian Influencers Instagram account.

#### **F. Definition of key term**

Some definition of key terms that explained to avoid misunderstanding, uncertainly, and ambiguity in this study:

1. Politeness strategies

According to Brown and Levinson (1987) they argue four politeness strategies such as bald on record, positive politeness, negative politeness, negative politeness, and off-record.

Politeness describes behavior, which is rather formal and avoid misunderstanding between speakers and listeners. Being polite means respect to interlocutors or avoiding offending them, or expresses positive concern for others, as well as non-imposing distancing behavior, Holmes, Janet. (1995).

## 2. Influencers

Influencers are people can influence people among us. Social media influencers reflect a different generation of independent third-party endorsers that use blogs, tweets, also instagram and other forms of social networking to influence audience attitude, Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011).

## 3. Comment

According to Erza, S., & Hamzah, H. (2018), People can post the photos, and other people can give comment from the photos. Comment is our opinion. They can use any language in their comment.

## 4. Instagram

Instagram is one of the popular social media. This social media is communication tools among a lot of people these days, Sholikhatin, A. D., & Indah, R. N. (2019). According to Cambridge Dictionary, Definition of Instagram is the name of social networking service for

taking, changing, and sharing photos and videos. This social media provides user to capture and share their life moment and experience with close related person through photos and videos. Kaplan and Hanlein (2010) state that, categorize Instagram into text-based communication for share photos and videos, and other forms of media, Ammaida, Y.(2020).