

ANALYSIS OF POLITENESS IN JOKO WIDODO'S INSTAGRAM COMMENT COLUMN

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Abstract

This research analysis politeness strategies in Joko Widodo's Instagram comment column using Brown and Levinson's theory. In the era of social media such as Instagram, Facebook, and Twitter, virtual communication exhibits both transactional and interactional functions of language, where the absence of face-to-face communication directly influences participants' language behaviour. This research aims to describe the use of language politeness strategies in virtual interactions. The research method used is qualitative with data collection techniques through observation and recording comments on Joko Widodo's Instagram account. The findings reveal the use of various politeness strategies, including positive politeness, negative politeness, bald-on record, and bald-off record strategies. Specifically, the analysis of 1,631 comments showed that 6,2% of the comments used positive politeness strategies, 7,7% used negative politeness strategies, 60% used bald-on-record strategies, and 26,1% used off-record strategies. Social factors influencing the choice of these strategies were also identified, underscoring the critical role of politeness in maintaining social harmony and respecting interpersonal relationships in online communication.

Keywords: *Politeness, Interpersonal, Virtual.*

Introduction

Nowadays, the presence of social networking media, such as: Facebook, Instagram, Twitter, YouTube, Whatsapp, and others, is a reflection of people's need to be able to obtain various types of information quickly and accurately and establish long-distance or virtual communication. The two characteristics above show the

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