ABSTRACT

Mafazy, M. 2016. *The Negative Politeness Strategies Used by The Manchester United Fans Club to Gives Comments in Social Media.* Thesis, English Department, Faculty of Letters and Humanities, the State Islamic University Sunan Ampel Surabaya.

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This study discussed about the negative politeness strategy. The study focuses on the utterances, the form of sentences, words and phrases used by the users of social media, especially, for the Manchester United fans. Hopefully, this study will be useful for the readers, especially, for students of English Department, to make them realize the process of communication which every human behavior include of action, attitude and statement.

In this study, the researcher applied descriptive approach. Because this study is to describes the process of language in social media. The data are taken from transcript of comments from Facebook and Instagram. The researcher uses theory about the negative politeness strategy from Brown and Levinson (1968) and some other supporting theories to conduct this study.

By this study, the researcher finds that the Manchester United fans apply seven negative politeness strategies. Those strategies are; be conventionally indirect, question and hedges, be pessimistic, give deference, minimize the imposition, apologize, and impersonalize. The fans use those strategies as a means to maintain close relationship and show their respect to their interlocutors.

Key words : Negative Politeness, Manchester United fans club, Facebook, Instagram.

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