



Communication process becomes something essential for people in building a social relationship. It will be impossible or useless to create friendship without communication. To get an attention from the others and make good relation, by uttering good word to others is really recommended in society because people commonly judge what we really are by seeing us from the production of words through communication. Wardhaugh argues that language is a profound of identity (2006: 6). In the other words, language can abstractly describe to people about the basic personality of everyone.

Politeness is practical application of good manners or etiquettes. When we communicate with other, first we have to be polite. However, politeness is the important thing of communication because it shows that the speaker cares and respects to the hearer's feeling. There are a lot of advantages when we talk polite. The first is to make good impression to the hearer, it means that when we communicate with others by using polite language the hearers will be comfortable and also it will make good relations. The second is to help the conversation continues smoothly. However, in our culture polite is the important thing in daily life because it related with our behavior and it is totally different with west cultures. The third is to maintain harmony between two parties and for the fourth is to show solidarity. These explain about the brotherhood or friendship with other, because if we able to communicate by polite language, we will be able to keep relation in society, because we will not able if we stand by our self and we always need help each other.

Nowadays, people live in era modern. Now, most of people are have smartphone or mobile phone. There are so many the advantages and also disadvantages from smartphone. For a little example, we used it to learn something new, because in social media there are so many information and knowledge, it depends on the users. When we use social media sometimes we are doing something out of our mind, usually we use it to share our worst behavior to another people, in other we will get more attention from other users of social media, but it is really not good because not all our privacy should share with other. According Widdowson (2014: 68) stated that comment is feature in which individuals are invited to express their personal and sometimes controversial, views on professional issue. It means that every user of social media when they give some comments it depends on the feeling or behavior of the users of social media in expressing the word.

When we have a daily communication with others, whether we realize it or not sometimes our utterances or actions offend and hurt someone's feeling. For example, when we joke, discuss, debate, we must say and do the act of apology. According to terminology of Leech, the act of apologizing is a convivial speech act, the goal of which coincides with the social goal of maintaining harmony between the speakers and hearers (in Trosborg, 1995: 373).

Politeness strategy is one of strategy to speak politely. The purpose of politeness is to maintain and keep a good relationship with others. Yule (2014: 132) defines politeness as showing awareness and consideration of another person's face. Brown and Levinson define "face" as the public self-image that

every member wants to claim for himself (1978:61). Everybody has face needs or basic wants, and people generally cooperate in maintaining each other's and partially satisfying each other's face needs. Politeness involves showing concern for 2 different kinds of face needs: first is negative face needs or the need to be imposed upon and for the second is positive faces needs, the need to be liked and admired.

There are some previous studies about negative politeness strategy which take English dialogue as their object. They are Lailatul Mubarakah (2014), Mei Sulandariani (2006), Negar Moradi (2015). The first study is from Lailatul Mubarakah (2014) from State Islamic University of Surabaya. She applied qualitative methodology with "Sad love Story" as a source of data. She investigates the negative politeness used by the character from the story. The result of his study shows that there are four strategies used by the character. They are; be conventionally indirect, give deference, apologize, and impersonalize. She finds that most of negative politeness strategy used by the character to maintain the close relationship and show her respect to her interlocutors.

The second is Mei Sulandari (2006) from University of Surabaya. Her research is qualitative research of negative politeness strategy in English dialogue at class. She analyzes the variety of politeness strategy which consists of negative politeness expression. She founds that the negative politeness strategy most applied by the students when they interact to the teacher. They used word "Excuse me mom?" when they call their teacher in order to show the respect to the teacher.

The last is Negar Moradi (2015) from Islamic Azad University Iran. The International Journal of applied English linguistics and English literature. He investigates the translation strategies used by Persian translator in translating negative politeness. He also found that there are six strategies used by the Persian translator to translate from English language to Persian language which indicates to the Persian translations quality at an average level, implying the fact that even professional translators require the higher mastery of pragmatics aspects of language.

Based on the previous study above, most of them analyze negative politeness strategies expressed by the character. It differs from Negar's research that he uses the translation strategies in translating the negative politeness. However, this present study is different from the previous study in term of scope of the research. In this study, the researcher analyzes the factors that influence in choosing the strategy. None of these researches mentioned above who analyzes the factors that influence the strategy.

The researcher is interested in analysing negative politeness that is used by many people in the world, especially, for the fans named "Manchester United Fans Club". Most of the fans loves and loyal to the club, because the club has a long history. There are many top players played in this club such as Eric Cantona, David Beckham, Cristiano Ronaldo. These fans are the fourth biggest fans in the world after Real Madrid, Barcelona, and Bayer Munich.

The researcher is concerned with the Manchester United Fans Club, because they were produced many comments, which consists of negative





