POSITIVE AND NEGATIVE POLITENESS STRATEGIES OF NETIZEN COMMENTS IN BBC NEWS INSTAGRAM POST "THE WORLD FIRST HIJAB SCULPTURE"

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ABSTRACT

Rahmawati, A. (2024). *Positive and Negative Politeness Strategies of Netizen Comments in BBC News Instagram Post "The World First Hijab Sculpture"*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (1) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This study analyzes the manifestation of netizens' positive and negative politeness strategies in a BBC News Instagram post: 'World's First Hijab Sculpture' by utilizing Brown & Levinson's (1987) politeness strategy framework. The researcher answers the following research problems in this study: (1) The types of positive politeness strategies and its representation used by the netizen in the @bbcnews post's Instagram comment section regarding the hijab sculpture, and (2) The types of negative politeness and its representation utilized by the netizens in the @bbcnews Instagram post's comment section towards the hijab sculpture.

The researcher used a descriptive-qualitative approach to analyze the data. The data were in the form of written netizens' comments obtained from the screen-captured comments in the BBC News Instagram Post 'World's First Hijab Sculpture' using purposive sampling technique. The researcher identified the comments based on Brown & Levinson (1987) and classified the data by codes for each positive and negative politeness strategy.

This study found 17 positive politeness strategies consisting of noticing/attending to the hearer, exaggerating, using in-group identity markers, seeking and avoiding disagreement, raising/asserting common ground, being optimistic, gifting or asking for reasons, and giving gifts to hearer. The appliance of netizens' positive politeness is mostly a form of support towards the hijab sculpture phenomena. The negative politeness found were 23 comments manifest as being indirect, using question/hedge, being pessimistic, minimizing imposition, giving deference, apologizing, and stating FTA as a rule. The netizens express negative politeness to soften their criticism towards the hijab sculpture phenomena. Overall, the negative politeness strategy is the prominent one in this study.

Keywords: positive politeness, negative politeness, instagram, BBC news, netizen

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ABSTRAK

Rahmawati, A. 2024. *Strategi Kesantunan Positif dan Negatif Komentar Netizen Dalam Postingan Instagram BBC News"The World'First Hijab Sculpture".* Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (1) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini menganalisis manifestasi dari strategi kesantunan positif dan negatif netizen dalam sebuah unggahan Instagram *BBC News: 'The World First Hijab Sculpture"* dengan menggunakan kerangka kerja strategi kesantunan dari Brown & Levinson (1987). Peneliti menjawab masalah penelitian yakni sebagai berikut: (1) Jenis strategi kesantunan positif dan representasinya yang digunakan warganet dan dalam kolom komentar Instagram @bbcnews terkait patung hijab pertama di dunia, dan (2) Jenis kesantunan negatif dan representasinya yang digunakan oleh warganet dalam kolom komentar Instagram @bbcnews terkait patung hijab pertama di dunia.

Peneliti menggunakan pendekatan deskriptif-kualitatif untuk menganalisis data. Data penelitian ini berupa komentar tertulis netizen yang diperoleh dari hasil tangkapan layar pada unggahan Instagram *BBC News: 'World's First Hijab Sculpture'* dengan menggunakan teknik *purposive sampling*. Peneliti mengidentifikasi komentar-komentar tersebut berdasarkan teori strategi kesantunan Brown & Levinson (1987) dan mengklasifikasikan data berdasarkan kode untuk setiap strategi kesantunan positif dan negatif.

Penelitian ini menemukan 17 strategi kesantunan positif yang terdiri dari memperhatikan/memperhatikan pendengar, melebih-lebihkan, menggunakan penanda identitas dalam kelompok, mencari dan menghindari ketidaksetujuan, meningkatkan/menegaskan kesamaan, bersikap optimis, memberi atau menanyakan alasan, dan memberi hadiah kepada pendengar. Penerapan kesantunan positif warganet sebagian besar merupakan bentuk dukungan terhadap fenomena patung hijab. Kesantunan negatif yang ditemukan adalah 23 komentar yang dimanifestasikan dalam bentuk tidak langsung, menggunakan pertanyaan/perlindungan, pesimis, meminimalkan pemaksaan, memberikan penghormatan, meminta maaf, dan menyatakan tindakan mengancam muka sebagai aturan. Warganet mengekspresikan kesantunan negatif untuk memperhalus kritik mereka terhadap fenomena patung hijab. Secara keseluruhan, strategi kesantunan negatif merupakan strategi yang paling menonjol dalam penelitian ini

Kata Kunci: kesantunan positif, kesantunan negatif, instagram, *BBC news*, netizen

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