

**POLITENESS STRATEGIES OF THE COMMENTS IN
BLACKPINK'S X POST**

THESIS



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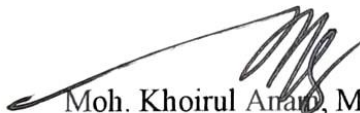
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ABSTRACT

Farahdilla, A. (2025). *Politeness Strategies of the Comments in BLACKPINK's X Post*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This study aims to analyze the politeness strategies used in the comments on BLACKPINK's posts on the social media platform X regarding their performance at Coachella 2023. In the post, there are various comments, including praise, criticism, and requests directed at BLACKPINK and their management. Therefore, the main focus of this study are (1) to identify the types of politeness strategies from the comments on BLACKPINK's X posts (2) to find out the functions of politeness strategies in these comments.

This research used a qualitative descriptive method. The research data in this study were comments posted on one of BLACKPINK's X posts. In data collection techniques, the researcher opened BLACKPINK's official X and selected a specific post uploaded on April 25, 2023, which featured their performance at the Coachella music festival. The data were limited to English comments only, focusing on expressions such as praise, criticism, support, and requests directed at BLACKPINK or their management. The researcher used screenshots to document comments that potentially contained politeness strategies. These comments were then analyzed based on Brown and Levinson's (1987) politeness strategies theory.

The first finding in this study revealed that there are four types of politeness strategies proposed by Brown and Levinson in the comments of BLACKPINK's X post: bald on record, positive politeness, negative politeness, and off record. Meanwhile, in the second finding, each strategy serves a distinct communicative function. Bald on record strategies function to convey urgency or dissatisfaction clearly; positive politeness functions to strengthen emotional bonds and social solidarity; negative politeness functions to reduce imposition and maintain respect for the hearer's autonomy; off record strategies function to communicate implicitly and avoid direct confrontation.

Keywords: Politeness Strategies, Comment, X post, BLACKPINK

ABSTRAK

Farahdilla, A. 2025. *Strategi Kesantunan dalam Komentar di Unggahan X BLACKPINK*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini bertujuan untuk menganalisis strategi kesantunan yang digunakan dalam komentar terhadap unggahan BLACKPINK di platform media sosial X terkait penampilan mereka di Coachella 2023 berdasarkan teori strategi kesantunan oleh Brown dan Levinson. Dalam unggahan tersebut, terdapat berbagai komentar berupa pujian, kritikan, dan permintaan yang ditujukan kepada BLACKPINK dan manajemen mereka. Oleh karena itu, fokus utama penelitian ini yaitu (1) mengidentifikasi jenis-jenis strategi kesantunan dari komentar pada unggahan X BLACKPINK (2) mengetahui fungsi-fungsi strategi kesantunan dalam komentar-komentar tersebut.

Penelitian ini menggunakan metode deskriptif kualitatif. Data penelitian dalam penelitian ini berupa komentar-komentar yang diunggah pada salah satu unggahan X BLACKPINK. Dalam teknik pengumpulan data, peneliti membuka X resmi BLACKPINK dan memilih unggahan tertentu yang diunggah pada tanggal 25 April 2023, yang menampilkan penampilan mereka di festival musik Coachella. Data yang dikumpulkan hanya terbatas pada komentar-komentar berbahasa Inggris saja, dengan fokus pada ekspresi-ekspresi seperti pujian, kritik, dukungan, dan permintaan yang ditujukan kepada BLACKPINK atau manajemen mereka. Peneliti menggunakan tangkapan layar untuk mendokumentasikan komentar-komentar yang berpotensi mengandung strategi kesantunan. Komentar-komentar tersebut kemudian dianalisis berdasarkan teori strategi kesantunan Brown dan Levinson (1987).

Temuan pertama pada penelitian ini mengungkapkan bahwa ada empat jenis strategi kesantunan yang diusulkan oleh Brown dan Levinson dalam komentar unggahan X BLACKPINK: tanpa strategi, kesantunan positif, kesantunan negatif, dan tidak langsung. Sedangkan pada temuan kedua, setiap strategi memiliki fungsi komunikatif yang berbeda. Tanpa strategi berfungsi untuk menyampaikan urgensi atau ketidakpuasan dengan jelas; kesantunan positif berfungsi untuk memperkuat ikatan emosional dan solidaritas sosial; kesantunan negatif berfungsi untuk mengurangi pemaksaan dan menjaga rasa hormat terhadap otonomi pendengar; strategi tidak langsung berfungsi untuk berkomunikasi secara implisit dan menghindari konfrontasi langsung.

Kata Kunci: Strategi Kesantunan, Komentar, Unggahan X, BLACKPINK

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page.....	ii
Approval Sheet.....	iii
Examiner Sheet.....	iv
Declaration	v
Acknowledgment	vi
Abstract	ix
Abstrak	x
Table of Contents	xi
List of Figures	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	10
1.3 Objectives of the Study	11
1.4 Significances of the Study	11
1.5 Scope and Delimitations.....	12
1.6 Definition of Key Terms	12
CHAPTER II REVIEW OF RELATED LITERATURE	14
2.1 Pragmatics	14
2.2 Politeness.....	15
2.2.1 Face.....	16
2.2.2 Face-threatening Acts	18
2.2.3 Politeness Strategies	19
2.2.3.1 Bald on Record.....	19
2.2.3.2 Positive Politeness.....	20
2.2.3.3 Negative Politeness.....	21
2.2.3.4 Off Record.....	22
2.2.3.5 Don't Do The FTA.....	23
CHAPTER III RESEARCH METHOD	25
3.1 Research Design	25
3.2 Data Collection.....	26
3.2.1 Research Data	26

3.2.2 Data Source	26
3.2.3 Instrument.....	26
3.2.4 Data Collection Technique	27
3.3 Data Analysis Technique.....	29
CHAPTER IV FINDINGS AND DISCUSSION	31
4.1 Findings	31
4.1.1 Bald on Record.....	32
4.1.2 Positive Politeness.....	39
4.1.3 Negative Politeness.....	47
4.1.4 Off Record.....	54
4.2 Discussion.....	60
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	65
5.1 Conclusions	65
5.2 Suggestions.....	67
References	68
Curriculum Vitae.....	75

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LIST OF FIGURES

Figure 1. The example of BLACKPINK's X post	28
Figure 2: The example of the comments in BLACKPINK's X post	28
Figure 3 The example of the comments in BLACKPINK's X post	29
Figure 4 The example of the comments in BLACKPINK's X post	29
Figure 5 BLACKPINK's X post.....	31



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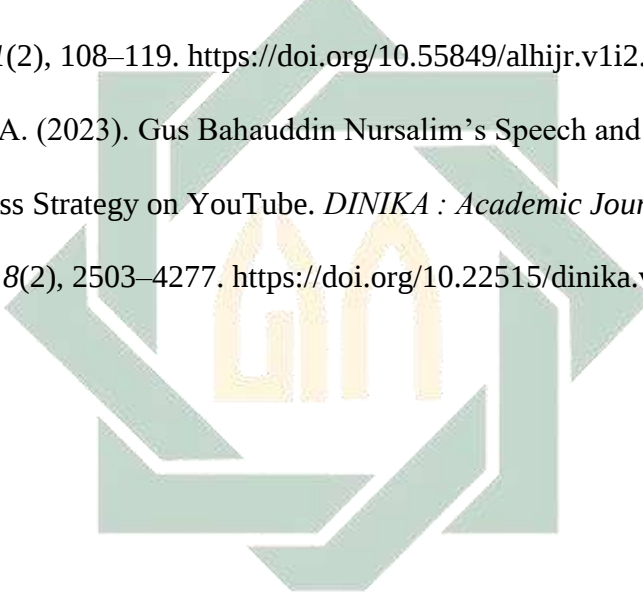
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