

AN ANALYSIS OF THE USE POSITIVE AND NEGATIVE POLITENESS BY NETIZENS ON ANIES BASWEDAN'S TWITTER ACCOUNT

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Abstract

Politeness is one of the phenomena found in daily communication. One of the studies of linguistics whose theory is pragmatic is called politeness. The objectives of this research to find out the politeness strategy and the percentage of the dominant type used by Indonesian netizens on Anies Baswedan Twitter. The research designed this study with qualitative method with the data from transcript of Indonesian netizens comment on Twitter. The findings show that: There are Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In twitter account there were 35 (33,65%) comments. In total, there are 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, and 9 (25,71%) Negative Politeness. The dominant type of Politeness Strategy used in Twitter accounts is Positive politeness. It takes 13 from 35 comments.

Keywords: Politeness, Twitter, Positive Politeness, Negative Politeness, Anies Baswedan

Abstrak

Kesantunan merupakan salah satu fenomena yang ditemukan dalam komunikasi sehari-hari. Salah satu kajian linguistik yang teorinya pragmatis disebut kesantunan. Tujuan dari penelitian ini adalah untuk mengetahui strategi kesantunan dan persentase tipe dominan yang digunakan oleh netizen Indonesia di Twitter Anies Baswedan. Penelitian ini merancang penelitian ini dengan metode kualitatif dengan data transkrip komentar netizen Indonesia di Twitter. Hasil temuan menunjukkan bahwa: Ada Bald on Record, Positive Politeness, Negative Politeness, dan Off Record. Di akun twitter ada 35 (33,65%) komentar. Secara total, terdapat 2 (100%) Kebotakan, 13 (37,14%) Kesopanan Positif, dan 9 (25,71%) Kesopanan Negatif. Jenis Strategi Kesopanan yang dominan digunakan di akun Twitter adalah Kesopanan positif. Dibutuhkan 13 dari 35 komentar.

Kata Kunci: Sopan, Twitter, Sopan Positif, Sopan Negatif, Anies Baswedan

INTRODUCTION

Language can indicate a person's personality, a good assessment of whether a person is one of them judging by the language he or she uses. The language used in oral and written communication should be good and correct language, in the sense of a good rule, correct in use,

and can use the correct language in various situations. Written language can generally be more controlled when compared to spoken language, but in today's use of social media, the written language does not draw attention to politeness and is no longer noticed, it is possible as it is not directly face to face

with other account users, so that there is freedom in expressing tastes, desires, and opinions that sometimes cause harm to oneself. Social media can be a double-edged knife that can provide advantages and disadvantages (Wijaya, 2019) in Sudaryat & Widayastuti (2020).

Language is the most important device in communication which helps people to express their ideas, feelings, and emotions. Language is what is produced by the member of society to determine what people notice, to show their belief, perception and behaviour. Language that people express can be delivered in the spoken and written form. Both spoken and written language can produce communication between people to share their thought. The use of language shows people's relationship and attitude toward others. To deliver their ideas, feeling, and emotions on written text, people may use many media, such as newspapers, magazines, and books.

Nowadays, they may also write their thought on the online media, such as blog, twitter, instagram, and facebook, and people are getting braver in expressing their thought, particularly in social media such as Twitter. Power is one of politeness factors which strongly influences people in performing politeness.

Politeness is one of the phenomena found in daily communication. One of the studies of linguistics whose theory is pragmatic is called politeness. Language is given the status of a sociocultural construct that is used strategically by rational language users in context, considering the possible effects of perlocution that their speech might trigger with respect to negative and positive politeness. Politeness is used to understand speech in society. In communicating, people need to know how to talk to other people in order to sound good. Therefore, people need to use politeness strategies to get a good response from their listeners.

When we use strategies of politeness to express, it means to respect each other and reduce misunderstandings. Other ways to avoid misunderstandings that occur in interactions, mainly in civilization, is to show politeness or a kind attitude to others. The politeness shown in certain cultures can reduce the distraction it creates in social interactions. Politeness can not only be found in daily interactions, but can also be found in other interactions such as talk shows, movies, story books, and people's comments on social media accounts such as Twitter and Instagram.

As we know, Instagram and Twitter account is a kind of social media that show like picture and caption and comment of people that saw. This research was focused on politeness strategies used by netizens on Anies Baswedan's Twitter accounts. Anies Baswedan is one of the politicians' Twitter accounts that analyzed. Anies Baswedan is an educational academic and also an Indonesian politician who served as the governor of Jakarta. I chose Anies Baswedan because the researcher thinks that Anies Baswedan is one of the Indonesian Politician figures who have a great influence on society. He is quite active on social media, especially Twitter. He often posted about political activities, government, and sometimes even some of them often reply to comments from their followers on Twitter and Instagram.

Therefore, the researcher is using Anies Baswedan's Twitter account because certainly many netizens are responding well to post of Anies Baswedan on Instagram and Twitter account. Researchers look at and try to conduct research studies in Politeness Strategies. This research was conducted to determine the politeness strategies used in the comments on Anies Baswedan's Twitter accounts and the reasons they used these strategies. The novelty aspect makes my research different from previous researchers because it focuses

on one of the posts by Anies Baswedan which discusses "Perayaan Hari Air Sedunia".

METHOD

Concerning the objective of the study, the researcher used a descriptive qualitative method. The place of research is conducted in Twitter main web platform. Generally conducted from a laptop using Internet Explorer and Twitter application for Android. The data of this research are use words, phrase, sentences that use a comment on Instagram and Twitter account and the source of data will be collect from Twitter account. The researcher will take comments from netizens on Anies Baswedan's Twitter which are written within one week.

In collecting data, the writer applied the supporting instrument to collect the data are observation and documentation. In research, data is very important in terms of phenomena or numbers. From the data, the researcher will know the result of the research. Collecting the data must be relevant to the problem of research. This study used qualitative data procedures for data analysis.

RESULT AND DISCUSSION

1. Politeness Strategy Used by Netizens on Anies Baswedan Twitter

a. Bold on Record Strategy

@ferdian nuur: 22 maret : hari air sedunia

The utterance is included in the bald on record strategy because the speech shows that the speaker is giving an alert to something about what is being discussed with the other person.

b. Positive Politeness

Strategy 2: Exaggerate

@Alfito: Pak Anies Kereeeeeeeennn....

This comment is a kind of positive politeness strategy, Exaggerate. Because in this second strategy describes the expression of someone who shows interest in something.

c. Negative politeness

Strategy 1: Be conventionally indirect
@purnomo sikas: pak tolong ditertibkan bangunan semi permanen di bantaran kali ciliwung daerah mangarai pak...

The statement above is negative politeness strategy 1, based on the word "sir, please control the buildings" the utterance was made indirectly and made like order as explained in this first strategy. Express it indirectly according to the convention, like making orders.

Strategy 3: Be pessimistic

@kaka: mudah mudahan perayaan hari air ini kedepannya bisa memberikan berkah bagi warga jakarta, bukan musibah.

The statement above is part of strategy 3, from the word "hopefully" it shows that the speaker gives a pessimistic and hopeful response.

Strategy 5: Give deference

@muksin: sehat selalu ya pak Anies. Amin...

The comments above show that it is a negative politeness strategy 5, based on the word "sehat selalu ya pak Anies ", the utterance shows that the speaker respects his or her opponent's speech.

Strategy 8: Declare the FTA as a general rule

@teodorik gultom: kok hari air sedunia diperingati sementara persoalan air gak pernah diselesaikan. Segerakan kerjanisasinya.

The comment above is negative for politeness, strategy 8, based on the word "kok hari air sedunia diperingati sementara persoalan air gak pernah diselesaikan" because in that utterance the speaker carries out an FTA which shows that the utterance determines a provision that applies to the public.

2. The Dominant Politeness Strategy Used by Netizens

Dominant type used by Indonesian netizens on Anies Baswedan Twitter. Here is a table 1 to show the dominant type used

by Indonesian netizen on Anies Baswedan’s Twitter.

Table. 1 The Dominant Politeness Strategy Used by Indonesian Netizens on Anies Baswedan Twitter

No	Politeness Strategy Used	Frequency	Total
1.	Bald on Record	2	100%
2.	Positive Politeness Strategy		
	1) Strategy 2: Exaggerate	7	53,84%
	2) Strategy 3: Intensify interest to H	2	15,38%
	3) Strategy 5: Seek agreement	1	7,69%
	4) Strategy 8: Joke	1	7,69%
	5) Strategy 15: Give sympathy for H	2	15,38%
Total		13	100%
3.	Negative Politeness Strategy		
	1) Strategy 1: Be conventionally indirect	1	11,11%
	2) Strategy 3: Be pessimistic	1	11,11%
	3) Strategy 5: Give deference	6	66,66%
	4) Strategy 8: Declare the FTA as a general rule	1	11,11%
Total		9	100%

In Twitter account the writer find out Bald on Record 2 (100%). In Positive Politeness Strategy there are 13, such as: Exaggerate 7 (53,84%), Intensify interest to H 2 (15,38%), Seek agreement 1

(7,69%), Joke 1 (7,69%), Give sympathy for H 2 (15,38%). In Negative Politeness Strategy there are 9, namely: Be conventionally indirect 1 (11,11%), Be pessimistic 1 (11,11%), Give deference 6 (66,66%), Declare the FTA as a general rule 1 (11,11%). The result are consistent with the result.

CONCLUSION

From the analysis, it can be concluded that in the comments of Indonesians netizens on Anies Baswedan’s twitter account, four Politeness Strategies are used. There are Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In twitter account there were 35 (33,65%) comments. In total, there are 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, and 9 (25,71%) Negative Politeness.

The dominant type of Politeness Strategy used in Twitter accounts is Positive politeness. It takes 13 from 35 comments. Based on the results of the analysis conducted by the writer, most netizens use positive politeness strategy, namely Strategy 2: Exaggerate both on Twitter and on Instagram. Netizen who commented on Anies Baswedan's twitter accounts mostly agreed with the post. Based on the data obtained, the researcher found 35 comments on Twitter accounts.

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