Analysis of Politeness Communication in Instagram: Study of Language Use in Social Media

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ABSTRACT
Language use in social media is one of a phenomenon of language diversity and indicate the development in a speech community. Ability to communicate and deliver the words with each other can be analyzed depend on the social, individual, and linguistic which as factors of language produce. Meanwhile, culture and geography also as factors in communication diversity. One of a phenomenon in communication is politeness strategy which is applied in our daily communication. Politeness is one of the strategies in communication that can be used for understanding speech during a community or social good in the community directly and in social media. One of the social media is being used to communicate with speech community that is Instagram. After, took 100 comments the writer were classifying and analysing these comments to find the politeness strategy that is used by netizens to response government policy. This politeness strategy is based on Brown and Levinson, that are categories into 4 strategies. The writer found if there are 35 positive politeness strategy, 10 negative politeness strategy, 18 bald on record strategy, and 28 off record strategy. So, people give good responses with that policy and still agree with Ahok leadership. Even though, people who agree with Ahok policy use informal language to show their support. This strategy indicates if the communication between a leader and citizens is positive communication because between a leader and citizen support each other.

KEYWORDS: politeness strategy, communication, Instagram, cyberpragmatics, netizen

Language is a communication tool that is sure to be used by humans. Activities that use language that is spoken, because speaking is a means to convey a message and wishes to the listener. According to Widhiarso (2005), language is a medium without borders that bring everything in it, that everything is contained in a field capable of human understanding making it possible to understand the forms - forms of human
understanding. Where the function of language to understand each other purpose and goals between interlocutors. Therefore, communication is the process where a relational process of creating and interpreting the message that elicits a response (Griffin, 2012). That is why language is important in human life because without language we can communicate and understanding the purpose from other people.

According to Griffin (2012), communication is the relational process of creating and interpreting messages that find a response. The communication itself always has a purpose to deliver meaning, even though the messages delivered by direct or indirect and verbal and non-verbal communication. Direct communication is how to people communicate face to face to deliver the purpose, whereas indirect communication is a way of delivered purpose without meet people face to face also the communicant use metaphor language. Verbal communication is the communication that uses language directly, however, non-verbal communication uses symbols, gestures, body language and any kind of sign to deliver purpose with each communican.

The influence of the use of language can be influenced by various factors such as linguistic, social, and individual factors as users. This statement is quite reasonable because the language is basically part of a social system (Arni, 2014). Thus, the ability to communicate in a way conveying words or expressing opinions can be categorized into social, individual, and linguistic follow. Understand a conversation will be easily understood if the speakers convey relevant to the situation clear and easily understood by the listener. The existence of differences in culture, language and people have a variety of linguistic features, which makes their communication strategies in intra-cultural and cross-cultural. So the culture and geography factors can affect the differences in terms of communicating.
One of phenomenon in communication is politeness which can be found in daily communication. Politeness is one of the studies in linguistics which theory it is pragmatics. Language is assigned the status of a sociocultural construct which is used strategically by rational language users in context, considering possible perlocutionary effects their utterances may trigger as regards negative and positive politeness (Brown and Levinson 1987 cited from (Bublitz, 2011)). Sosiopragmatics itself focus more in speech acts who said by the people, so this is focus more in social-cultural speaking and how to speak in good way. Politeness is a manners or etiquette in communication that is aimed to respect each other in communication. Politeness include into sosiopragmatics study, that is mapping the shape, meaning, strength and contexts that are sometimes mandatory and sometimes not (Rose&Kasper, 2001 cited from Elias).

In case, society and culture are factors to give respect in communication. In society there is politeness which is related in communication, but politeness strategy has a level to classified how polite what people say. There is no impoliteness in sociopragmatics, however, the politeness of communication is measured depend on a level of politeness in society. So, there are not definite concepts about politeness and ethics in a culture because every language reflects a different culture in communication (Yule cited from Nurhayati, 2014). In politeness delivery of words about something indirectly which is another way to express the form of manners or politeness. So, when someone speak indirectly already applied a politeness strategy in communication to respect the interlocutors. Politeness is used to understand utterance in society. This strategy is used to minimize or avoid conflict, also to sustain the interpersonal relationship with smooth and harmonious, such as the use of appropriate social behavior and refer to evaluative judgments about social conformity (Spencer-Oatey,
When we use politeness strategy for communicate it mean we respect with each other and decrease misunderstanding.

Nowadays, communication can be through from any sources, not only in direct conversation or utterance. One of through in communication is social media, such as *twitter, facebook, instagram, path, snapchat,* etc. When technology develop rapidly in decades internet has a huge impact on developing a way of communication among people. It has certain ability to erode barriers between nations while in another hand has given personal space for expression. The chance of expressing personal expression is provided in social media. These social media have various features that can fulfil the user’s need in an attempt to express themselves. However, the users of social media have a certain obligation not only to obey the national law but also to the rules of the platform where they choose to express themselves.

One of social media that have much user is *Instagram.* This social media is an application that contain photos and short videos from the user. *Instagrams* provides the users an instantaneous way to capture and share their life moments with friends through a series of (filter manipulated) photos and videos (Yuheng Hu, 2014). The functions of this application are showing activities, advertising, working business, and creating images. Nowadays people use *Instagram* for communicating each other with known of their activities or where the other people now. In *Instagram's* photos or videos, we can give comments and like to show our expression about these. Most of the public figures use an Instagram for communicating with the other people, such as the artist, politicians, until, the presidents. The comments that given by another user of *Instagram* can be categorized into written verbal communication because of the language use indirectly.
One of public figure in Indonesia who is choosen by the writer is a politician. His name is Basuki Tjahaja Purnama or known as Ahok. He is a governor of our capital city, DKI Jakarta. “Pak Ahok”, his popular name in Jakarta’s society and he famous in his policies that controversy but useful for society. Moreover, he has assertiveness in any kind of foul in goverment’s rules. The writer analyze the comments in a announcement of policies from Instagram’s account of Ahok in @basukibtp. The writer choose only one announcement of policies because the writer want to analyze the response and he communication style to give response.

This research focus on politeness strategy from Brown&Levinson. This politeness contain from 4 categories, these are positive politeness, negative politeness, bald on record, and off record. This research focus on comments in Instagram account from the user. The writers choose Instagram from Ahok or Basuki Tjahaja Purnama who is one of politician in Indonesia. Politician as an objeck because from politician we know the response from society. The writer also want to know how the multicultural cityzen communicate with a leader. So, the writer choose title as Analysis of Politeness Communication in Instagram: Study of Language Use in Social Media to answer the question about communication style of society to give response their leader.

Politeness

One of language phenomenon for communication is politeness. It is one of linguistics study that concern in social interaction in communication to avoid misunderstanding. The politeness take up the case about how is the relationship between something said and the addressee’s judgment and respond the speaker said (Grundy, 2000). This idea is not different from Yule (1996), if politeness has a function to give respect with show the awareness for another person’s face when respond with
people who has distance each other. Politeness are influenced by power, social distance, and ranking of imposition (Brown&Levinson 1987 cited from Yus, 2010) also in Brown and Levinson’s model, politeness phenomena are seen as redressive and computed as a function of speaker-hearer power-distance differential and degree of imposition (Grundy, 2000). According to Brown & Levinson theory there are four categories in politeness are positive politeness, negative politeness, bald on record, and off record. **Positive politeness** is a communication that is concerned with the person’s positive face. This strategy show solidarity and emphasize, that the speakers want the same thing, and that they have common goal. **Negative politeness** concerned more with the face saving act which oriented to the person’s negative face will tend to show deference, emphasize the importance of the other’s time or concerns, also an apology for the imposition or interruption. **Bald on Record** one of strategy to ask something directly to the other person. Bald on record still use a politeness strategy even if ask something directly. **Off Record** one of strategy to express something to the addresses is not directly to the other addresses. Based on theory above the writer will analyze the result from comments in Instagram because these theory can represent how polite the society to respond their leader.

**Media Communication**

Communication can be through from any kind of tool, as lon as the communicator use the same languange or they know the message that is delivered. Media communication involves varied ways of public interaction, covering daily written and oral discourse, their specific linguistic and extralinguistic features, their impact on the addressee and the spreading of media discourse message via alternative understandings provided by individual recipients (Rasuzova, March 2008). Media in communication as a tool for delivery message also media can change people think.
Politic is one of strategy to get what people want, in case people will do anything in politic and make the image of politic is bad. Generally, politics is a wide range of activities within a country concerning the process of defining the objectives of the system and implement those goals. Decision making of whether the objectives of the political system, the drafting priorities, and objectives that have been choosing (Widodo, 2016). Politic actually a perspective of express ideas and make decision from ideas to get a deal idea, or in Indonesian culture known as colloquy.

The relation between media communication and politic is one of mutual relationship because media can be through for conveying anything about what people want. We know if politic needs a tool for conveying the message and gain influence in society. Also, politeness that is used influence by power and social distance. We can know their relation between politeness, media communication and politic from this research.

**RESEARCH METHOD**

In this research, the writer classify and analyze the comments from Instagram account of Basuki Tjahaja Purnama or Ahok. The writer has been taking the comments from one (1) announcement that already post a week ago from @basukibtp in Instagram. According to Donald Ary (2009), qualitative inquiry deals with data that are in the form of word rather than numbers and statistic. This is support by Norman and Yvonna if qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meaning people bring to them (Griffin, 2012).

This research use textual analysis that the aim is to describe and interpret the characteristics of a message. Communication theorists use this term to refer to the intensive study of a single message grounded in a humanistic perspective (Griffin,
2012). The communication research appropriate with textual analysis also this research. Steps for answer the question in this research are; (1). Findings the Instagram account of Basuki Tjahaja Purnama, (2). Choose one photo that represent the goverment policy, (3). Choose 100 new comments, (4) classify these 100 new comments into 4 politeness categories by Brown&Levinson, (5) Analyze the result of classification in politeness strategy by Brown&Levinson, (6). Make conclusion. This steps are used for support this research.

FINDINGS AND DISCUSSION

The online space allows people to expressing themselves while getting responses to their expression. It is a good way for democracy but on the other side can trigger unhealthy communication since it gives a chance to post bad viewpoints or hateful comments. The comments can be frankly giving their opinion with showing real or fake identity. On the internet, especially social media such as Facebook, Twitter, Instagram, Myspace, and many kinds of social media today. In social media, people can give comments or share their idea without any hindrance but other people also free to give responses. Even though their response in a rude or proper way. The user of social media is called as the netizen.

The writer classified the comments from Ahok accounts on government policy. This policy is about reconsideration permission in spatial arrangement and way to check their building permission. Figure 1 shows the announcement on his Instagram. There are 202 comments from many people who live in Jakarta and other cities in Indonesia. The writer collected 100 comments to classify and analyze.
The writer collected 100 comments to see and analyze the politeness in a communication of people. It can indicate how people do communication each other with a leader. According to the theories about politeness by Brown & Levinson (1987), the writer classified comments into four categories. These categories are positive politeness, negative politeness, bald on record, and off record. The writer chooses these categories because it can show detail classification about politeness and answer how polite people in social media to give responses and comments. This is the result of the classification depend on politeness theory by Brown & Levinson (1987). This is shown in Table 1.

The writer analyzed comments about negative politeness strategy that is found in the amount of 10 comments include negative politeness. The negative politeness is in column 2 Table 1 based on theory by Brown & Levinson:

Example 1: “Walaupun saya warga tangsel, saya terus dukung bapak, kalau perlu jadi wapres tahun 2019 pak @basukibtp maju terus pak, anda luar biasa.”

Example 2: “Nah ini kesempatan bagi semua warga DKI Jakarta untuk menyampaikan unek-unek nya tanpa ragu,,agar di saat Bpk Gubernur Ahok merubah sesuatu tidak di Bully lagi / di protes lagi ,, good Luck Pak Ahok . GBU.”

Figure 1. One of announcement in Instagram of Ahok
According to the theory by Brown & Levinson in negative politeness in example 1 is the netizen uses negative politeness. It is shown in this comment she/he give support and use formal language. In example 2 the netizen uses formal language to deliver the comment. This netizen also give support in formal language because he/she use “Bpk Gubernur Ahok” that indicate he/she show the polite utterance.

Table 1.
The classification based on politeness theory by Brown & Levinson (1987)

<table>
<thead>
<tr>
<th></th>
<th>Positive Politeness</th>
<th>Negative Politeness</th>
<th>Bald On Record</th>
<th>Off Record</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pak Ahok boleh mina follow back</td>
<td>pak Ahok makin popular aja ya! Gubernur terhebat! provinsi lain lewat!</td>
<td>pemimpin munafik</td>
<td>kiasan hatinya digelapkan oleh kebencian</td>
</tr>
<tr>
<td>2</td>
<td>Kalau ada yang ngejudge ahok disini. Lawan saya ;)</td>
<td>Pak ahok memang trbaik</td>
<td>Tegas. Keras. Sigap. Bersih. Tanpa korupsi. Semoga terus seperti ini pak. Rakyat mendukung apapun selama itu benar. Dan rakyat geram jika KORUPSI sampai terjadi. @basukibtp we love you.</td>
<td>Klo teman teman mau lapor masalah jakarta tolong lewat CLUE, pasti masalah teman teman akan cepat ditanggapi</td>
</tr>
<tr>
<td>3</td>
<td>Pak ahok, kok website kpa forbidden?</td>
<td>Pengen bgt ketemu Pak Ahok. Sambil ngebrol masalah pemerintahan indonesia, yg kebanyakan nya org tidak jir. Dan licik.</td>
<td>Pak kenapa tidak bisa dibuka utk dinas penataan kota ini</td>
<td>Pa ahok..kalau spt nenek marnah yang akan tinggal di salah satu kamar di unit rusun Rawa Bebek. Kamarnya terletak di lantai satu nomor 207...padahal dia memang masyarakat tidak mampu...apakah nungkin diberi kompensasi untuk tidak bayar sewa pada bulan 4 dst ????.. P Ahok perlu mendata dengan baik, siapa dan bagaimana struktur ekonomi rumah digusur.. Tolong dibantu pak..thx</td>
</tr>
</tbody>
</table>

The writer analyze the bald on record strategy as a politeness strategy in this data in column 3 Table 1. This the example that show the bald on record strategy:

Example 1: “Data2 pribadi di qlue bocor pak, komentar admin2nya rata2 kasar pak, mohon di cek pak.”
Example 2: “Pak @basukibtp daerah kampung baru halim perdana kusuma, menjadi daerah langganan banjir, tapi seakan terlewat oleh pemprov DKI Jakarta, mohon perhatian nya pak @basukibtp dari semalam banjir belum surut juga. terimakasih”

Depending on the theory by Brown & Levinson about bald on record in example 1 the netizen delivers the comment directly about an annoying problem. This comment also in example 2 that the netizen delivery the comment about a problem. From both of the comments, they are asking for problem-solving.

The writer found 28 comments about off record. The data in column 4 table 1. The writer analyze the off record strategy depend on theory politeness by Brown & Levinson. This is the example that show the off record strategy:

Example 1: “Bagi kalian2 semua yang ingin menyampaikan keluhan2 silahkan langsung sms aja ke nomor yang di atas, kalau comment di sini belum tentu di respond.”

Example 2: “Jakarta Barat-duri kepa yg seharusnya untuk taman dijadikan rumah warga, Pak.”

From the comments above the writer classify into off record strategy. In example 1 the netizen delivers an announcement to the reader who have problems to say not in this forum. In example 2, the netizen delivers a problem and he/she hope the government takes an action to solve this problem. By the theory, the first example gives announcement for the reader and the second example wants to an action for problem solve. They deliver this message is not directly and this message refer to as hint messages (Yule, 1996).

Based on the classification of politeness strategy above, we can know how the style of communication in society; not real society but in social media because all
society can give responses or comments through social media. Social media is effective as a media communication in society. The communication style in politeness based on comments in Instagram is still polite between the leader and society. Although, the result from this research show 34 positive politeness in comments, but they use positive strategy to give support and agreement. Even if the netizens give comments and support to their leader, they keep use politeness to give comment based on the power and relative distance between them.

CONCLUSION

The writer found 35 positive politeness strategy, 10 negative politeness, 18 bald on record, and 28 off record. Most of the netizen give comments to show their support for government policy. We know if people in Jakarta are many kinds of race and has a different culture. The leader of DKI Jakarta use social media as a tool in communication is a good idea because the netizens can give comments or support and the leader can give the problem solving. The netizen who give comments uses formal language also they use informal language but still polite for delivering comments. This indicates if the netizen keeps the polite culture to support or communicate their problems.

REFERENCES


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