

**GENDER DIFFERENCES ON POLITENESS IN AUDIENCES'
POSITIVE COMMENTS IN RESPONDING BILL GATES'
CAPTION ON INSTAGRAM**

THESIS

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Universitas Islam Negeri Maulana Malik Ibrahim Malang

In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra*

(S.S.)

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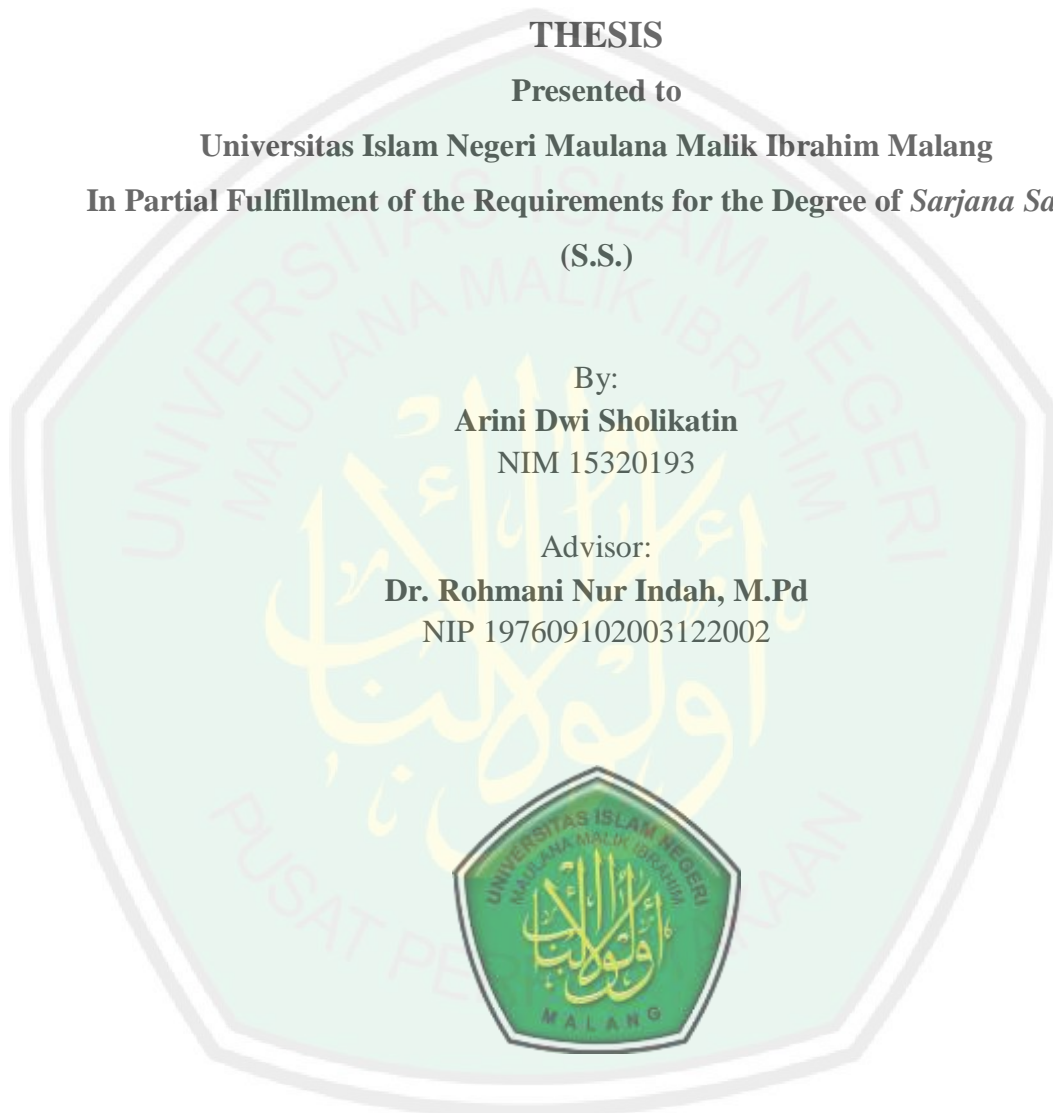
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2019

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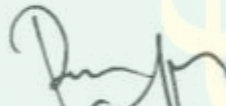
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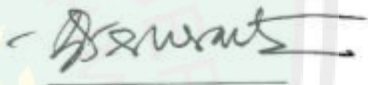


LEGITIMATION SHEET

This is to certify that Arini Dwi Sholikatin's thesis entitled **Gender Differences on Politeness in Audiences' Positive Comments in Responding Bill Gates' Caption on Instagram** has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S.) in Department of English Literature.

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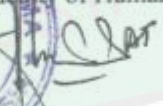
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MOTTO

“Verily, Allah will not change the condition of a people unless there is a change of what is in themselves” (QS. Ar-Ra’d:11)



DEDICATION

This thesis is especially dedicated to my beloved father Rukun Prasajo, and my mother, Siti who always gives me support, love, and spirit, and my grandmother, Suparmi, thanks a lot for endless love and prays. I love you all.



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Alhamdulillahirabbil'amin, all praises be to Allah S.W.T who always gives me his blessing and his opportunity. Finally, I can finish this thesis under the title "*Gender Differences on Politeness in Audiences' Positive Comments in Responding to Bill Gates' Caption on Instagram*" as partial fulfillment of recruitment of the Sarjana Degree. Many parties involved while finishing this thesis. Their help, support, knowledge, and encouragements were very important to me. Without their contribution, my thesis would never be completed.

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My gratitude gives to all beloved people who always give support, help, and also their prayers for the completing of this thesis. Thank you to Ade, Alifrus, Hadiyana, and Syifa'ul who have become my second family and always accompany me at any time. Also, thanks to Dian, who always accompanies me staying up every night to finish my thesis. For my beloved friends, Mbak Niya, Mbak Zul, Mas Afiza, Retno Putri, and Zulaiha, who always helps and provides support for me.

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ABSTRACT

Sholikatin, Arini Dwi (2019) *Gender Differences on Politeness in Audiences' Positive Comments in Responding to Bill Gates' Caption on Instagram*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Dr. Rohmani Nur Indah, M.Pd.

Keywords: Pragmatic, Positive politeness, Gender, Instagram

Politeness is well expressed as the utilization of a good manner. It is also indicating our respect for other people through language for communication. It also happens in social media like Instagram. Positive comments that written by men and women on Instagram could show how politeness that used by them. This study is to identify the positive politeness of responses from men and women in Bill Gates' caption on Instagram.

This research used a descriptive qualitative approach to explain the kind of positive politeness strategy. The data were in the form of positive utterances written by men and women in column comments in Bill Gates Instagram account. Positive politeness theory by Brown and Levinson (1987) used in this study. The data were collected on February 21, 2019. There were 40 data in the forms of comments that showed 10 kinds of positive politeness strategy.

The results of the research show two points. First, not all of the fifteen strategies of positive politeness appear. The strategy of noticing, attending to H (her/his interests, wants, needs, goods, etc.) ranks the highest for the category of the most often appearing strategy that used by men and women. In the men comments, two strategies only used by men. Then in the women comments, three strategies used only by women.

The researcher recommended for the next researcher to investigate positive politeness in another context, particularly five strategies of politeness that it did not appear in the finding. So, the future researcher can classify the strategy of positive politeness in detail.

ABSTRAK

Sholikatin, Arini. Dwi. 2019. *Perbedaan Gender dalam Kesopanan pada Komentar Positif oleh Audiensi dalam menanggapi Postingan Bill Gates di Instagram*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Dr. Rohmani Nur Indah, M.Pd.

Kata Kunci: Prakmatik, Kesopanan positif, Gender, Instagram

Kesopanan adalah mengekspresikan dengan baik sebagai contoh dari sikap yang baik. Ini menunjukkan rasa hormat kita kepada orang lain melalui bahasa untuk komunikasi. hal tersebut juga berlaku di media sosial seperti Instagram. Komentar positif yang ditulis baik oleh laki-laki dan perempuan di Instagram dapat menunjukkan bagaimana kesopanan yang digunakan oleh mereka. Penelitian ini dilakukan untuk mengetahui strategi kesopanan positif yang digunakan oleh laki-laki dan perempuan untuk menanggapi salah satu postingan dari Bill Gates di akun Instagramnya melalui komentar-komentar.

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk menjelaskan jenis strategi kesopanan positif. Data tersebut dalam bentuk tanggapan positif yang dituliskan oleh laki-laki dan perempuan di kolom komentar pada akun Instagram milik Bill Gates. Teori kesopanan positif oleh Brown dan Levinson (1987) digunakan dalam penelitian ini. Data dikumpulkan pada 21 Februari 2019. Ada 40 data dalam bentuk komentar yang menunjukkan 10 macam strategi kesopanan positif.

Hasil penelitian menunjukkan beberapa poin. Pertama, tidak semua lima belas strategi kesopanan positif muncul. Faktanya, strategi memperhatikan pendengar (minatnya, keinginan, kebutuhan, dan lainnya) menempati urutan tertinggi untuk kategori strategi yang paling sering muncul yang digunakan oleh laki-laki dan perempuan. Dalam komentar para laki-laki, ada dua strategi yang hanya muncul dan digunakan oleh pria saja. Kemudian, dalam komentar wanita, ada tiga strategi yang hanya muncul dan digunakan oleh wanita.

Peneliti merekomendasikan pada peneliti berikutnya untuk meneliti kesopanan positif dalam konteks lain, khususnya lima strategi kesopanan yang tidak muncul dalam temuan. Jadi, peneliti selanjutnya dapat mengklasifikasikan strategi kesopanan positif secara detail.

صاحبة، أريني. دوي ٢٠١٩. الفروق بين الجنسين في المجاملة للتعليقات الإيجابية من قبل الجمهور في الرد نشر بيل غيتس على إنستغرام. البحث الجامعي، قسم الأدب الإنجليزي، كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانق.

المشرفة: الدكتورة رحمن نور إندح الماجستير

الكلمات المفتاحية: البراغمية، المجاملة الإيجابية، الجنس، إنستغرام

المجاملة هي يعبر بشكل جيد كالمثال على حسن الخلق. إنه يظهر احترامنا للآخرين من خلال لغة التواصل. هذا ينطبق أيضًا على وسائل التواصل الاجتماعي مثل إنستغرام. التعليقات الإيجابية التي كتبها الرجال والنساء على إنستغرام أن توضح كيف يتم مجاملتهم المستخدمة. تم إجراء هذا البحث لمعرفة استراتيجيات المجاملة الإيجابية التي يستخدمها الرجال والنساء للرد على إحدى النشر من بيل غيتس على حسابه في إنستغرام من خلال التعليقات.

وأما مدخل هذا البحث هو المدخل الكيفي وأما منهجه فهو المنهج الوصفي لشرح أنواع استراتيجيات المجاملة الإيجابية. وأما البيانات هنا بشكل ردود إيجابية كتبها رجال ونساء في عمود التعليق على حساب بيل غيتس على إنستغرام. استخدام هذا البحث نظرية المجاملة الإيجابية من قبل براون وليفينسون (١٩٨٧). جمعت البيانات في ٢١ فبراير ٢٠١٩. وجدت الباحثة ٤٠ بيانات بشكل التعليقات تُظهر على ١٠ أنواع من استراتيجيات المجاملة الإيجابية.

وأما نتائج هذا البحث تظهر عدة نقاط. الأول، لا تظهر كل استراتيجية إيجابية الخمسة عشرة. في الواقع ، فإن الإستراتيجية يهتم للمستمعين (اهتماماتهم وورغباتهم واحتياجاتهم وغيرها) تقع في المرحلة الأولى بالنسبة للفئات الأكثر شيوعًا من الاستراتيجيات التي يستخدمها الرجال والنساء. في تعليقات الرجال ، هناك تظهر استراتيجيتان ويستخدمهما الرجال. ثم في تعليقات النساء ، هناك تظهر ثلاث استراتيجيات وتستخدمها النساء.

توصي الباحثة للباحثن الآتي بفحص المجاملة الإيجابية في سياقات أخرى، خاصة في الإستراتيجيات المجاملة الخمسة التي لا تظهر في النتائج. لذلك، يمكن للباحث القادم تصنيف استراتيجيات المجاملة الإيجابية بالتفصيل.



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CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research questions, research objectives, significances, scope and limitation, definitions of key terms, research method, research design, data and data source, research instruments, data collection, and data analysis.

A. Background of the Study

Politeness is a way to improve speech. Politeness is well expressed as the utilization of a good manner. It is also indicating our respect for other people through language for communication. It means applying strategies to achieve the purpose of communication. And one of the strategies that used is politeness strategy. According to Brown and Levinson (1987), there are some concepts of politeness. These are off-record (indirect), bald on record, negative politeness, and positive politeness. While this research focuses on positive politeness. Positive politeness is a strategy that leads the speaker to appeal the common goals. The speech attempts to avoid the hearer's rejection. The limitation of positive politeness is directed concerning the hearer's positive face, which is considered a positive face (Brown & Levinson, 1987,

p.61). Due to politeness, communication has an essential aspect of applying politeness by society.

Communication is an important part of human life. By communication, people can send their messages, such as ideas, feelings, or thoughts to others. One of the most effective ways of communicating is certainly through language and, of course, to ensure communication effectiveness, it is expected that both speakers and listeners can be polite to each other. Being polite does not only involve the understanding of language, but it also requires factors such as social and cultural values of the community to be taken into account. Social media is one of the tools that humans use to communicate with others. In social media, there are many posts uploaded by people to attract the attention of others. It is a form of indirect social interaction; people freely comment on it in the comment section to respond to the post. People show many kinds of responses, whether it's a positive or negative response. In every comment given by the readers, it sees how different the politeness shown by them.

The phenomenon of politeness is still being discussed by researchers because the data continue to improve updates from everything new. Besides, nowadays, a lot of social media emerge, where we can see the politeness of other people through their writing on social media. One of the most popular social media today is Instagram. Instagram is one of the world's communication tools among people today. This phenomenon is

believed to congratulating, intimacy, obedience, question, request, suggestion, rejection, chastisement, and disagreement (Kamlasi, 2017). And the other fact is that the results are ten types of strategies positive politeness found, and the most used strategy by animated characters is strategy four (Pradnyani et al., 2017). And the last fact is that the findings provide other proof of how the substance of linguistics used to improve comprehension of workplace pragmatics, especially about politeness (Felice & Garretson, 2018).

Because politeness is continuing and becoming an actual topic to be discussed from those previous studies, the present researcher considered that politeness is an interesting topic for linguistic researchers. There are many studies conducted to examine the strategies of politeness that applied by people in different contexts. Therefore, the topic of this research obtained by the researcher from the gap of the result from previous researchers. The researcher in this study investigates the differences in how men and women use politeness strategies in responding to captions from one of Bill Gates ' Instagram accounts, who is an influential figure in the world today in the comments column by seeing positive responses.

B. Research Questions

1. How do the audiences of Bill Gates' captions on Instagram represent positive politeness?
2. What is positive politeness used by men to respond to Bill Gates' captions on Instagram?
3. What is positive politeness used by women to respond to Bill Gates' captions on Instagram?

C. Research Objectives

This research is designed to fulfill the objective:

1. To identify the positive politeness of responses from audiences in Bill Gates' captions on Instagram.
2. To find out the difference in the positive politeness used by men to respond to Bill Gates' captions on Instagram.
3. To find out the difference in the positive politeness used by women to respond to Bill Gates' captions on Instagram.

D. Research Significance

The purpose of the research was to investigate Brown and Levinson's theoretical assumptions about politeness. It was conducted to find out the politeness that is used by the society, especially the utterances that was in a positive comment in one of the influential world leaders' captions on Instagram. Besides that, it investigated gender differences, in this view is

politeness that is used by men and women that represented through their comments in the comment column on Instagram.

The research is supposed to contribute for both theoretically and practically in Pragmatics. This research gives for the benefit of society, considering that an utterance is an important thing in social media. Theoretically, this research expected to contribute to the fields of pragmatics and shows the politeness used by men and women. Practically, this research increases the knowledge about the importance of the use of the right words to respond to other people in society.

E. Scope and Limitation

The framework of this research is the pragmatics of Brown and Levinson theory (1978), especially politeness theory. This research investigated about politeness on Instagram. The Instagram accounts of Bill Gates (@thisisbillgates), who is an influential figure in the world today chosen by the writer. The data are taken from the comment column among men and women that give responses to Bill Gates' captions to write their comment.

Then, the limitation of this research is the data takes from the comment column on Instagram. The writer limited the data by selecting positive comments only from the readers. The comments taken by the writer are one of the latest captions of Bill Gates on February, 23rd 2018.

The writer takes a lot of time to find and to select those positive comments written by women and men with equal amounts.

F. Definition of Key Terms

The researcher defines key terms related to the research title and clarifies the research discussion.

- **Gender**, according to Mesthrie et al. (2009, p.213), gender refers to the language of woman and man. It is different from sex in a brief explanation. The essential features of gender compare to sex can be seen as follows. The term sex is a biological category; then gender is a social and cultural category. Then, the gender concept focuses on the description of habitual utterances of masculine and feminism (Holmes, 2013, p.150). In a particular scale, not an absolute category. In this study, the researcher wants to differentiate comments from the gender perspective both men and women.
- **Politeness** can be defined: politeness is the natural feature of a good character; politeness is the ability to please others by external acts; polite is the ideal connection of the character and external activities of an individual (Watts 2003, p.39). According to Paltridge (2006, p.72), politeness is a pragmatic area that concerns people interested in looking at language from a perspective of discourse. It is suggested that politeness and face are important to understand why people in

spoken and written discourse decide to say things in a certain way — the researcher here, using politeness strategies to investigate utterances between men and women.

- **Positive Politeness** is meant by choosing from several strategies to create a sense of solidarity between the speaker and the listener (Brown & Levinson, 1987). Sharing some degree of familiarity with people is an important feature of positive politeness. It can be regarded as the intimacy code or language. It aims to recover any threats to a positive face; it treats the addressee as an in-group member, a friend, a person who knows and likes desires and personality traits — usually seen in groups of friends, or where people know each other fairly well in the given social situation. It often tries to minimize their distance by expressing friendliness and a strong interest in the need to be respected by the hearer. The researcher analyzed the utterances showing positive politeness and gender existed in the comment column on Instagram.

G. Research Method

In this section, the researcher explains the process of doing this study. There are some parts, including research design, data and data source, research instrument, data collection, and data analysis.

1. Research Design

This research uses the qualitative descriptive approach because the data were collected in the form of words or sentences. According to Gay (2011, p.214), the descriptive involves collecting data for testing or answering questions about the purpose of the research. This research aims to analyze the politeness that the readers used when commenting on another person's captions.

The source of data used in this research is taken from one of the world's most popular social media, Instagram. Instagram is now the world's most widely used social media for people. The information obtained from Instagram is also updated and accessed quickly. Users of Instagram use Instagram for various purposes. One of the Instagram-related phenomena is the appearance of a famous person account.

2. Data and Data Source

The data of this research are the comments taken from Bill Gates' account on Instagram with 2, 5 million followers. The data were the utterances in the comment column among men and women that give responses to Bill Gates' captions to write their comments. The writer limited the data by selecting positive comments only from the readers.

The comments taken by the writer are one of the latest captions of Bill Gates on February, 21th 2019. The comments between men and women were used as the data have equal amounts. The writer is not involved in

dialogue because she is only an observer and reads what is said in Instagram's caption comments.

4. Research Instruments

In qualitative research, the researcher is the primary instrument for data collection and analysis. The main instrument of this research is the researcher herself since the researcher as the planner, data collector, and she should report the result of the analysis.

5. Data Collection

The technique used in this research is to collect the primary data. The data are analyzed by collecting, selecting, and classifying the appropriate utterances with the method and relevant concept, especially the positive politeness theory of Brown and Levinson. The data collection process takes the following steps: reading the comments in the Bill Gates account, choosing the comments that included positive comments/responses, carrying out the data with screenshots as a tool, all data (screenshots) are then typed on the computer. The data collected is then coded and grouped into the principle of politeness.

6. Data Analysis

The data analysis is, first of all, to answer the first and second questions. The data are identified and classified by using the following steps. First, the data were analyzed using positive politeness strategies based on Brown and Levinson's theory. Second, the analysis consists of

the process of classifying the data into two categories. Each of which is men and women comments, the writer categories per gender.

Additionally, the language patterns used by men and women in the comment column are analyzed. This process was done to identify the differences that occurred in the comments of different genders. Finally, this data was analyzed at the last stage of analysis to determine the politeness of gender differences. Afterward, the writer interpreted and described the data to answer the research problem before presenting the conclusion.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theories used to analyze the data of this research related to positive politeness. The researcher divides the theories into four discussions. The first discussion tells about pragmatic in general. The second discussion explains about definitions of politeness. The third discussion identifies the strategy of positive politeness by Brown and Levinson theory. The fourth discussion is the previous study which related to politeness. Each of the theories is studied in more detailed below.

A. Pragmatics

Pragmatics is interesting in the sense of a speaker and a listener, says Yule (1996, p.3). Pragmatics is also interesting for the interpretation. It can, therefore, be noted that pragmatic analysis is more about the transmission of certain words by people than the meaning of words in those utterances. Mey (2001, p. 6) thinks that a true pragmatic account has to deal with language users within their social context and can not be confined to those aspects of the context grammatically coded. Pragmatics, generally speaking, addresses those aspects of significance that are context-variable. It seeks, through many issues and aspects characterizing language use, to broaden the scope of traditional linguistic practice (Horn & Kecskes, 2013, p. 356).

Pragmatics is the study of the word meaning, sentence used in communication and language interaction between a speaker and a hearer (Mey, 1993). Pragmatics is a language study. Pragmatism is defined as follows in Crystal's words (1985, p.240), as pragmatics is a study of language in view of users, in particular, their choices, the limitations they face in using language as part of social interactions and the effects that they have not on other participants in their use of language.

Levinson (1983, p.1) suggests that the use of the term pragmatics is pioneered by the philosopher Charles Morris denoting a branch of semiotics (1938). Within semiotic traditions, the syntax concerns with the formal relations among signs. As for semantics, it is interested in the relations between signs and the objects they signify, while pragmatics investigates the relations between signs and their users.

The meaning of linguistic statements concerning their contexts is defined as pragmatics (Demirezen, 1991). Pragmatics is an analysis of these language-context relationships, which are grammar zed or encrypted in a language structure. Pragmatics tells us that it's acceptable to use a language differently and unconventionally when we know what we are doing as language users. Pragmatic studies are defined as "the study of meaning in connection with speech situations" by Leech (1983, p.6); instead, Blum-Kulka (1997, p.38) states as follows:

The study of linguistic communication in the wider sense is pragmatic. A language is a key tool for communication, but it does not guarantee successful communications by simply understanding the words and grammar of a language. Words can mean more than what they say—or something else. They are interpreted by a variety of factors, including knowledge of the context, intonational indications, and cultural assumptions. On various occasions, the same sentence may have different significances, and different linguistic means may express the same intention. Such phenomena are of practical concern.

And according to Paltridge (2012, p. 38), he proposes an idea about the meaning of pragmatics. Pragmatics is the study of meaning concerning the context of a person speaking or writing. Social, situation, and text are included here. It consists of the background knowledge context; in other words, what the world knows. Pragmatics assumes that people usually follow a particular type of cooperative principle when communicating with one another; in other words, their common understanding is how people should co-operation communications. However, how people do this varies from one culture to another. What may be culturally appropriate in one culture to say or to do something may not be the same in another. Cross-cultural pragmatics is called studying the use of language across cultures.

The research of the characteristics of cultures and languages is concerned with cross-cultural studies. Cross-cultural pragmatic studies show that nonindigenous speakers differ in the use of the various strategies and language forms used to convey polite behavior from native speakers; they also carry out comparative studies of various communities. How the speaker interprets the meanings using specific words is often influenced by the context.

In pragmatics, two contexts: linguistic and physical context can be distinguished. The language context, sometimes referred to as context, is the language environment in which a word is used, i.e., words or phrases that come before or after it. The physical context is the location, the situation, and the timing of a given the word.

In all, pragmatics is interested in the study of the meaning of the speaker rather than in grammatical expressions and can influence the message in a given context. Given that politeness is a pragmatic aspect, the current study aims to contribute to this area by focusing on men and women's positive politeness.

B. Politeness Theory

According to Paltridge (2006, p.72), politeness is an area of pragmatics that is of concern to people interested in looking at language from a discourse perspective. It is proposed that politeness and face are important for understanding why people decide to say things in a certain way in spoken and written discourse. The most influential work in politeness theory is Brown and Levinson's (1987). Brown and Levinson developed politeness theory in 1978. They are saying that politeness theory is that the theory that accounts for the remedy of the insults to be featured by facially threatening acts. Mills (2003) says politeness is an Associate in Nursing expression of speakers ' intention to mitigate threats from others facing threats. Yule (2000) maintains that face suggests that the self-image of a personality's person. It refers to the

emotional and social sense of self, recognized and expected by everybody else. The general public identity that every adult tried to project is predicated on Brown & Levinson (1987). As a technical term, face suggests that the general public self-image of an individual. Politeness may be outlined in associate in nursing interaction because he suggests that we would not demonstrate awareness of someone's face. Show an acutely aware face once the opposite seems distant socially is usually delineated as friendliness, fellowship, or commonness.

Most researchers agree that politeness is used to prevent conflicts. Lakoff (1975, p. 64) regarded as the kinds of behavior developing in societies to reduce friction in personal interaction, indirectly claiming universality of political nature. He also speaks of adequacy, "being polite is saying socially right" (1975, p. 53). Hill et al. (1986, p. 349) provides yet another positive definition of restraining feelings and avoiding conflict. Politeness is the constraint of human interaction to take into account the feelings of others, establish levels of mutual comfort, and promoting relationships. To reduce friction and enhance harmony, Hill considers politeness to be a limitation on our behavior.

1. Brown and Levinson's Politeness Strategies

The four main kinds of politeness describe by Brown and Levinson (1987), namely:

a. Bald on Record

This strategy has the simplest. The term "act" is most directly represented. The speaker makes no effort to scale back the FTA impact. Bald on record strategy is often utilized in an essential approach, while not redress and once the threat to the face is least. The individuals can, in all probability, feel afraid, embarrassed, or unsuccessful with this strategy. However, this kind of strategy is usually found with those who are acknowledged and extremely snug in their surroundings, like close friends and families (Brown and Levinson, 1987, p. 69).

- Where the act has made demands for, for example, or where it requires greater effectiveness in cases of emergencies;
- When the act is aimed at anyone known to the speaker or familiar to the speaker, it is known as a small weight.
- Where the treatment of the face is in the interest or benefit of the hearer.
- The most direct way to say powerful interaction when a power difference is used.

b. Positive Politeness

It is essential to share some familiarity with others with positive politeness. Intimacy can be seen in the code or language. All the threats to a positive face to recover. It treats a person who knows and likes wishes and features as one of the members of the group, a friend.

Sometimes seen in teams of friends, or once individuals understand one another reasonably well within the given social scenario. It always tries to reduce its distance by being friendly and showing strong interest in respecting the hearer. Positive politeness is intended by several strategies to create a sense of solidarity between a speaker and a listener.

Brown and Levinson propose three broad ways, one that conveys positive politeness and also the first that claim to basis with others, meaning some things in common between the speaker and listener, like the same interests, attitudes, and membership of the group. Cooperation is the second positive politeness strategy. The hearer and his opinion need to be aware and interested in them. The third strategy, like sympathy, is to fulfill other wishes. According to Brown & Levinson (1987, p.103-129), these strategies include the following:

Positive Politeness strategies:

- (1) Notice, attend to H (his interests, wants, needs, goods)
- (2) Exaggerate (interest, approval, sympathy with H)
- (3) Intensify interest to H
- (4) Use in-group identity markers
- (5) Seek agreement
- (6) Avoid disagreement
- (7) Presuppose/raise/assert common ground

(8) Joke

(9) Assert or presuppose S's knowledge of concern for H's wants.

(10) Offer, promise

(11) Be optimistic

(12) Include both S and H in the activity

(13) Give (or ask for) reasons

(14) Assume or assert reciprocity

(15) Give gifts to H (goods, sympathy, understanding, cooperation)

c. Negative Politeness

Contrary to the positive strategies of politeness to achieve solidarity, the negative strategies of Brown and Levinson are aimed at strengthening social distance between the parties. It is mainly based on preventability and requires speakers to respect the negative face of the recipient and not interfere with their freedom to act. The focus of this strategy is to take you for granted and to interfere with your listener. You automatically assume that the situation can be socially remote or unpleasant. Brown and Levinson (1987, p.132-211) identify these strategies as follows:

(1) Be conventionally indirect

(2) Question, hedge

(3) Be pessimistic

(4) Minimize the imposition

- (5) Give deference
 - (6) Apologize
 - (7) Impersonalize S and H
 - (8) State the FTA as a general rule
 - (9) Nominalize
 - (10) Go on record as incurring debt, or as not incurring H
- d. Off Record (Indirect)

Brown and Levinson's fourth strategy is the record for unclear and indirectly accomplishing an event. Indirect off-record strategies reduce the speaker's pressure by preventing and freeing the speaker from imposing threats. Try to explain how the recording strategy prevents speech threats. According to Brown & Levinson (1987), the actor leaves himself behind in certain defensible interpretations; his actions cannot be held to have been interpreted in a single manner. Therefore, if a speaker wants to do an FTA, but he does not have the responsibilities to do so, he can record it and leave it to the addressee for interpretation.

C. Positive Politeness Strategies

It is important to share with the individuals some extent of familiarity with positive politeness. The code or language of intimacy is thought-about. Supposed meant to retrieve any threat to a positive face, it's treated mutually of its members, a friend, someone whose desires and characteristics are

acknowledged and appreciated. It is commonly seen in teams of friends or in those who understand one another fairly well within the given social scenario. It always tries to reduce the space between the two by demonstrating friendliness, and powerful interest within the got to respect the observer (minimize the FTA). Positive politeness is supposed by an alternative of ways to make sense of commonality between the speaker and therefore the hearer.

Brown and Levinson recommend three broad approaches that communicate positive politeness, one claims a standard ground with others and means the speaker, and therefore the hearer has a great deal in common, just like the same attitudes, interests and group membership. Commenting on the looks and property of others involves sharing similar interests. The second strategy of positive politeness is related to cooperation among interactions with individuals. It should be alert to and curious about the listener's opinion. The third strategy is to meet the wants and desires of others, like a relationship. The subsequent positive politeness ways are outlined as (Brown & Levinson 1987, p.103-129), according to:

1) The common ground claim

It is the kind of strategy within which speakers show that they need mutual objectives and worth. A similar interest, information, and familiarity will be incontestable in sharing these mutual goals and values.

The common ground for claims will be divided into varied ways, namely:

- 1.1) Strategy 1: Noticing, attending to the hearer (his interest, wants, needs, goods)

This strategy is planned to satisfy the positive face of the hearer by noticing the interest, wishes, wants, or goods of the hearer. The request for the hearer's needs and desires, his interest and his goods will be illustrated.

What a beautiful vase this is! Where did it come from? Brown and Levinson (1978: 103).

- 1.2) Strategy 2: Exaggerating (interest, approval, sympathy with the hearer)

This strategy will be enforced if the speaker shows his interest, consent, or sympathy for the hearer. It's sometimes used with excessive intonation and stress.

What a fantastic garden you have! Brown and Levinson (1978:104).

- 1.3) Strategy 3: Intensifying interest to the hearer

The speaker will stress the interest and sensible intention of hearing in conducting this strategy. During this case, the speaker will dramatically specific his sensible intent and provides an honest answer to the hearer so he will create an honest story.

I come down to the stairs, and what do you think I see? – A huge mess all over the place, the phone's off and the clothes scattered all over... Brown and Levinson (1978:106).

- 1.4) Strategy 4: Using in-group identity markers

This strategy involves the utilization of address, group speech or idiom, jargon, slang, contraction, and oval. Each speaker and hearer use the

address kind to point out their relationship whether or not it's shut or not. The employment of the group language involves dynamical the code from one language or idiom to a different. Moreover, it proves they're within the same group if each speaker and listener uses constant language. Furthermore, victimization jargon and slang show that speakers and listeners, as an example, have equal information about brand names of any explicit object. The last contraction and ellipse in words show that the speaker and therefore the hearer don't ought to use a long pronunciation.

Come here, mate! Brown and Levinson (1978:108).

1.5) Strategy 5: Seeking agreement

It can be done by employing a secure theme and repetition by a speaker. During this case, you'll discuss the subject that the hearer thinks is correct. A lot of speakers here, a lot of a secure topic is feasible. Additionally, repetition also can highlight the agreement. The speaker will repeat the complete or all of the words of the hearer. This strategy demonstrates that the speaker needs the positive face of the hearer that desires to be approved.

A: John went to London this weekend

B: To London! Brown and Levinson (1978:113).

1.6) Strategy 6: Avoiding disagreement

There area unit three ways of avoiding discrepancy: symbolism, white lies, and hedging. These actions will pretend to be in agreement or hide gaps to stop facial harm to the audience.

A: Can you hear me?

B: Barely. Brown and Levinson (1978:114).

1.7) Strategy 7: Presupposing/raising/asserting a common ground

This strategy addresses gossip and small oral communication. Chitchat and gossip recommend that the speaker might understand listeners. It represents some relationship and interest to reduce the burden placed on the hearer. The following approach is the manipulation of the supposition. Here speakers might use the supposition that the hearer needs, that speaker-hearer information is presupposed and therefore the hearer's information is probable. The speaker may then increase his common ground by presupposing the items regarding the hearer.

Look, you're a pal of mine, so how about... Brown and Levinson (1978:124).

1.8) Strategy 8: Joking

A joke is that the basic strategy of positive politeness, since jokes emphasize public knowledge among speakers. Jokes will reduce FTA to a minimum.

OK if I tackle those cookies now? Brown and Levinson (1978:124).

2) Convey that Speaker and Hearer are Cooperator

This strategy will be applied if each the speaker and therefore, the hearer appear to collaborate. During this case, the speaker appears to love the hearer.

2.1) Strategy 9: Asserting the speaker's knowledge and concern for the hearer's desire

The speaker ought to increase his hearing information and specialize in hearing desires to implement this strategy. During this case, negative questioning is incredibly helpful.

Look, I know you want the car back by 5.0, so shouldn't I go to town now? Brown and Levinson (1978:125)

2.2) Strategy 10: Offering, promising

Offer and promise are two things that the speaker tries to figure with the hearer. The speaker may demonstrate his sensible intention to listen to by doing these items. It is often a great way to satisfy the positive face of the hearer.

2.3) Strategy 11: Being optimistic

The speaker assumes that the attendee needs to meet his desires in implementing this strategy. The speaker and the hearer should also collaborate, as a result of it represents their mutual interest and support.

Wait a minute; you haven't brush your hair! (As husband goes out) Brown and Levinson (1978:126).

2.4) Strategy 12: Including both speaker and hearer in the activity

The main purpose of this strategy is to say associate comprehensive ' we tend to ' kind. Associate comprehensive ' we tend to ' kind may reduce the FTA to the listener.

Let's have a cookie, then. Brown and Levinson (1978:127).

2.5) Strategy 13: Giving or asking for a reason

The hearer will recognize the speaker's hopes for him by conducting this strategy. They'll additionally mean that ' I will assist you ' or ' you'll facilitate me.

Why don't I help you with that suitcase? Brown and Levinson (1978:128).

2.6) Strategy 14: Assuming or asserting reciprocity

The collaboration between the speaker and therefore, the hearer is shown if they need reciprocity or feedback. This strategy is just ' i am aiming to do X for you if you are doing Y for me.

3) Fulfill Hearer's Desire

The idea is that the speaker decides to satisfy the want to satisfy the listener's positive face. It is often the ultimate strategy of positive politeness.

3.1) Strategy 15: Giving gifts to the hearer (goods, sympathy, understanding, and cooperative)

The speaker ought to provide some abilities to satisfy the hearer to conduct this strategy. Goods, friendships, understanding, and cooperation

will be gifts. Everyone is keen on loving, caring, listening, and understanding. This strategy may so be helpful.

D. Previous Studies

The research of politeness has been done before by several researchers. It indicates that politeness is an interesting object to be studied. This research was conducted by reviewing many journals that used a similar theory. However, the journals used as references, examine various things, like within the university, community, and city, however still associated with the use of politeness and gender within the research. At least, there is five previous research mentioned during this study.

First, the research of Gharaghani et al. (2011) entitled the effect of Gender on Politeness strategies in Greetings of Native Speakers of Persian; English and EFL Learners. They investigate politeness methods utilized by native Persian, English, and EFL learners to greetings within the context of gender opposite. In this research, they use the politeness theory by Brown and Levinson's theory. There are two teams of EFL learners that contain forty-six (male and female). The finding of the data is as well as responses from an open-ended DCT and DWDC. It shows gender has an important influence in Persian greetings on the degree of formality. The results of the Chi-square check shows that EFL learners use inexact politeness in their responses. Since the norms of society in politeness are universal, and L1 pragmatic norms discovered in EFL performances.

The second is research conducted by Mozghan Harooni & Natasha Pourdana (2017) entitled *Politeness and indirect request Speech Acts: Gender oriented Listening Comprehension in Asian EFL Context*. Their study aimed to analyze the idea of politeness and characteristic in EFL listening comprehension, and if they're gender-bound of learning in geographic region context. The speculations that utilized by them are Holmes's theory (1993) and Brown & Levinson's theory (1987). The sampling is male and female, and WDCT accustomed aggregation the performance information. Their study was assumed the absence of serious variations of EFL learners of indirect/polite request speech acts. And, alternative assumption shows no variations of EFL learners within the fluency of internal and external modifiers comprehension. The current researchers got incontrovertible ends up in the sense that teaching on politeness and characteristic methods have a positive impact on the utilization of language by EFL learners generally, and particularly, on feminine EFL learners.

The third is research conducted by Imanuel Kamlasi (2017) entitled *The Positive Politeness in Conversations Performed by the Students of English Study Program of Timor University*. His study aims at describing the type of address terms of positive politeness and to find out the percentages of address terms of positive politeness in students' conversations. The method applied in this research was a descriptive qualitative method. The subjects

were students. The data were in the script of conversation in the form of sentences, clauses, or words. To obtain the data, the TVR was used. The data were analyzed through transcribing, codifying, classifying, analyzing, and discussing using Brown & Levinson theory (1987). The result of the research shows that the address terms of positive politeness in conversation are greetings, thanking, praising, apology, congratulating, intimacy, obedience, question, request, suggestion, rejection, chastisement, and disagreement.

The fourth, the research of Pradnyani et al. (2017) entitled "Positive Politeness Strategies in Animation Movie" Home " Directed by Tim Johnson. They investigate the use of politeness strategies positive and the types of positive politeness strategies widely used inside conversation. They used modesty theory by Brown and Levinson (1987). The results showed that the analysis it can be concluded that there are 19 data, 10 types of strategies positive politeness, and the most used strategy by animated characters on in the movie "Home" is strategy 4 (Use in-group identity markers).

And the last one was a research conducted by Rachele de Felice & Gregory Garretson (2018) entitled "Politeness at work in the Clinton Email Corpus: a first look at the effects of status and Gender. Their study describes the substance and mentions the technical challenges, then show the five hundred email set. They're divided into sender and receiver (by gender), the hierarchy of geographic point position, and individual closeness to Clinton. The analysis is beginning with the identification of linguistic variations in

every of the e-mail set. They discover that the essential variations hook up with substance and performance of the messages. Within the hierarchy, individual lower however not in Clinton's set square measure used in the sensible task, whereas the member notably says issues and utilize email to rearrange head to head dialogue. Clinton typically discovered to use neither in broad politeness nor in clear show of power. The findings offer alternative proof of however substance of linguistics will not improve comprehension of geographic point linguistics particularly concerning politeness.



CHAPTER III

FINDINGS & DISCUSSION

This chapter presents the findings and discussion. The findings consist of the results of the analysis of positive politeness used by men and women in responding to one of Bill Gates' captions on Instagram. The data is taken from comments written by the Instagram user (men and women) in the column comment of Bill Gates Instagram account. Besides, the data analysis of this research is to answer the research question. The findings and discussion are further discussed in the following part.

A. Finding

The data in this research were in the form of written utterances by men and women. The contexts of data were comments as written by the Instagram user in the comment column of Bill Gates' Instagram account (@thisisbillgates). The comments taken by the researcher are one of the latest captions of Bill Gates on **February, 23rd 2019**. This caption gets 1232 comments and 105.892 likes from the Instagram users. The content of the caption is



“One of the most surprising experiences for me last year was participating in a discussion group with a bunch of teenage boys at a high school in Chicago. Although some of the guys talked about the typical teenage frustrations—a teacher was mistreating them, or they kept dying in a video game—others had tragic stories. One had just watched a family member go to jail. Another spoke about a friend who had been shot. It was inspiring to see these young men working on dealing with their anger much earlier than I did. I was touched by the respect they had for each other and the intimacy they allowed themselves. I left thinking: This is how every classroom in the world should feel.”

From this caption, many Instagram users gave responses. They write their comments, and the researcher takes some of the comments as the data. There were fourteen examples of positive politeness strategies. Each example is typed in bold. The analysis can be presented to be as follows:

1. Data 1: Men’s comments
 - a. @liorskaler

(4 weeks ago, 1 like)

Agreed. We need discussions like these to happen frequently so people can have the support they so desperately need. (PP/24)

Bill Gates (the hearer) tells about the teenage boy's group discussion sharing their problems and experiences. Then, he (the speaker) tries to save Bill Gates' positive face by seeking an agreement from the hearer's statement. The speaker expresses his agreement by saying, "Agreed..." By saying this agreement, he shows his cooperation with Bill Gates' statement. It indicates that the utterance uses the strategy of **seeking an agreement** that showed by his comment.

b. @self_taught_android_developer

(4 weeks ago, 1 like)

@thisisbillgates one day I will become better than you sir (PP/25)

He (the speaker) conveys to Bill Gates (the hearer) that he can become a better person than him. The speaker stresses his cooperation by promising to the hearer that he will become better. This expression can reduce the imposition when the speaker is promising with the hearer. Thus, the hearer's positive face has been fulfilled because the speaker has appreciated him. So, the utterance includes positive politeness that used the strategy of **offering, promising**.

c. @kkhaliff

(3 weeks ago)

Aye Bill, I see you!! That lit. Hope it's from the heart. (PP/31)

He (the speaker) chooses an informal word that shows his feeling. It does not mean that he closeness with Bill Gates (the hearer), but it refers to the identity marker. The identity markers are “*Bill*” as a familiar nickname and “*Aye*” as another address form. The speaker uses these words to reduce the threat as he is looking at the hearer every time. Therefore, the hearer’s positive face is saved because he has been treated as a member of the same group. It means that there are no differences between them. Then, the utterance shows that he used the strategy of **using in-group identity markers**.

- d. @richard_kinsley_
(4 weeks ago, 146 likes)
Mr. William Gates. I get it. You are richer than I am. Pfpfpf... (PP/3)

In this utterance, he (the speaker) is trying to amuse the hearer (Bill) by telling a joke about the reality. A says that he is showing his fun with the mention that Bill Gates richer than him. It is a true reality, but he makes it to a joke to show the solidarity to the hearer, making the hearer feel relieved. It means the speaker tries to make a statement without teasing about the hearer. In conclusion, we can say that the utterance shows that he used the strategy of **joking about putting the hearer at ease**.

- e. @mtho_madlala
(4 weeks ago, 39 likes, 3 replies)
I would give my life to be part of this discussion (PP/5)

The speaker supports the hearer's activity by saying his expectation. He says that he wants to gather with the group discussion that visited by Bill Gates. It shows that he wants together with the hearer. He viewed Bill 'activity is interest and useful. At this moment, the speakers express in the form of hopefulness. By expressing hopefulness, the speaker can create a good impression on the hearers and make the imposition less inappropriate. So, it concludes that the utterance shows that the speaker used the strategy of **exaggerating (interest, approval, sympathy with H)**

- f. @kalamartin123
(4 weeks ago)
Being open and honest. We are the same. (PP/38)

It can be done by sharing the same interests, beliefs, and opinions between the interlocutors. The speaker in this strategy makes a small talk that includes the hearer into the discussion. He uses the pronoun "**we**" to include the hearer into the conversation,

This sentence shows that the speaker is explaining that Bill and he have the same character. They both open and honest are being a person. Therefore, the speaker can minimize the threat when he or she asks Bill to go and complain. The utterance shows that the speaker used the strategy of **presupposing, raising, asserting common ground.**

g. @arthurgrin84

(4 weeks ago, 1 like)

You are a true visionary, an exemplary philanthropist. Thanks for the inspiration always (PP/23)

He supports him thoroughly with his response. He gives his compliment to add a statement that can raise Bill Gates' statement. And he gives expression to his thanking for what that Bill's doing. Without the hearer asks him, he tries to satisfy Bill Gates' positive face. In conclusion, we can say that the utterance shows that the speaker used the strategy of **noticing, attending to the hearer (his/her interest, wants, needs, goods).**

2. Data 2: Women's comments

a. @kiaabaaa

(3 weeks ago, 23 likes, 5 replies)

I admire your love for humanity; you have sewn into my life and lead me places where I would have never been able to go if I wasn't a Gates Scholar. I am so grateful and fulfilled. (PP/7)

The speaker's comment shows that she is delighted and proud to become part of Gates Scholar. The speaker indicates her exaggeration by saying that one of the important people in her life is Bill Gates. The hearer gets satisfied because the speaker gives interest to him by exaggerating her utterance. So, it can conclude that this utterance uses the strategy of **exaggerating (interest, approval sympathy with the hearer)**

b. @red_heels217

(4 weeks ago, 7 likes)

If everyone reached out to the young, they would see many folks have their tragedies, yet most are respectful. Not everyone is evil like others think; these teens are typical great teens. (PP/18)

She supports him thoroughly with her response. She gives her opinion to add a statement that can raise Bill Gates' statement. Without the hearer asks her, she tries to satisfy Bill Gates' positive face. In conclusion, we can say that the utterance shows that the speaker used the strategy of **presupposing, raising, asserting common ground**.

- c. @cindy6262.m
(3 weeks ago)
Good on you, Bill!! (PP/29)

She employs positive politeness by using in-group identity marker. The identity marker is "*Bill*" as a familiar nickname. She uses this word to minimize the threat as she is giving support to the hearer. Moreover, the hearer's positive face is saved because he has been treated as a member of the same group. So, the utterance shows that she used the strategy of **using in-group identity markers**.

- d. @bening.wahyu
(3 weeks ago)
Agree. And I love the way you dedicate your time to continuously meaningful for others... @thisisbillgates dream to be able to see you in person and to inspire teenage here... (PP/33)

Bill Gates tells about the teenage boy's group discussion sharing their problems and experiences. Then, she tries to save Bill Gates' positive face by seeking an agreement from Bill's statement. She expresses her

agreement by saying, "Agree." By saying this agreement, she shows her cooperation with Bill. Then, the utterance uses the strategy of **seeking an agreement** that showed by her comment.

- e. @henrietta_reese
(4 weeks ago)
Was there another discussion with girls only? I mean there was probably a reason for it. So I think it's important to start with gender equality at the very source. (PP/35)

She is hiding her disagreement to save Bill's positive face. She chooses to say, "*I mean...I think...*" Therefore she makes the hearer feel good because the hearer thinks that his opinion is not wrong. It indicates that the utterance shows that the speaker used the strategy of **avoiding disagreement**.

- f. @fotolishma:
(3 weeks ago)
Yeah, children who experience trauma struggle. Adolescence for the most sheltered is tough, I know. Kids who lived through difficult circumstances so early are straddled with even more to deal with. You are helping by understanding their pain. Good work! (PP/32)

Another way for the speaker to show that he or she shares some common purposes with the hearer is by increasing the hearer's interest to the speaker's contribution. The speaker of this strategy may pull the hearer's attention to the conversation by making a good story or narrative. Therefore, the narrative should be clearly explained by the speaker. Before the speaker tells the story, he or she tries to get the hearer's

attention by saying, "Yeah....." This phrase makes the hearer interested in listening to his or her story.

It shows that the speaker has saved the hearer's positive face because the speaker has made the hearer involved in the discussion. The hearer feels satisfied because he or she has been accepted by the speaker and treated as a member of the same group. It indicates that the utterance shows that the speaker used the strategy of **intensifying interest to the hearer in the speaker's contribution.**

g. @livingmalibu
(4 weeks ago, 4 likes)

By your actions and empathy, you and Melinda are a much needed and marvelous example to those that have power or the means to make a difference in our world. While it is true that each of us can make a difference, your example will hopefully shift resources towards addressing our most challenging issues. Thank you for shining the light. (PP/20)

The speaker shows his or her solidarity by emphasizing that she knows personal information about the hearer. The speaker also tries to fulfill what the hearers want to show that the speaker has cooperated with the hearer. By fulfilling the hearer's wants, the speaker can save the hearer's positive face. This sentence shows the cooperation stressed by the speaker. She indicates the personal information about the hearer.

The speaker gives information about Melinda too, who is Bill's wife. She knows about them. Thus, the hearer's positive face has been satisfied because she has been appreciated and accepted by the speaker. So, this

utterance shows that she used the strategy of **asserting or presupposing knowledge of and concerning for hearer's want.**

B. Discussion

In the discussion, the researcher conducts to answer the first research question about positive politeness. Positive politeness is to share some degree of familiarity with people. It can be considered as the code or language of intimacy. It aims to recover any threats to a positive face; it treats the addressee as a member of an in-group, a friend, a person whose desires and personality traits are known and liked. It is usually seen in groups of friends, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and a solid interest in the hearer's need to be respected. The following positive politeness strategies are included in these strategies (Brown and Levinson 1987, p.103-129):

- (1) Noticing, attending to the hearer (his interests, wants, needs, goods)
- (2) Exaggerating (interest, approval, sympathy with hearer)
- (3) Intensifying interest to the hearer
- (4) Using in-group identity markers
- (5) Seeking agreement
- (6) Avoiding disagreement
- (7) Presupposing, raising, asserting a common ground
- (8) Joking about putting the hearer at ease

(9) Asserting or presupposing the speaker's knowledge of concern for hearer's wants.

(10) Offering, promising

(11) Being optimistic

(12) Including both speaker and hearer in the activity

(13) Giving or asking for reasons

(14) Assuming or asserting reciprocity

(15) Giving gifts to the hearer (goods, sympathy, understanding, cooperation).

1. Positive politeness of comments column in Bill Gates' Instagram

The findings show that from fifteen strategies of positive politeness, ten strategies often used by the Instagram user to comments Bill Gates' caption on February, 22nd 2019.

- a. The first strategy is noticing, attending to the hearer (her/his interests, wants, needs, goods, etc.). Thirteen data show the utterance that includes this strategy. The concept of this strategy is that the speaker could satisfy the hearer's positive face by noticing hearer's interest, wants, needs, or goods. It can be illustrated by asking the hearer's wants and needs, talking about his interest and praise his goods. The number of men comments is eight comments (datum 2). The number of women comments is five comments. The examples of this strategy are showing by datum 23. The datum explains that the utterance indicates that he supports him thoroughly with his response. He gives his compliment to add a statement

that can raise Bill Gates' statement. And he gives expression to his thanking for what that Bill's doing. Without the hearer asks him, he tries to satisfy Bill Gates' positive face. In conclusion, we can say that the utterance shows that the speaker used the strategy of *noticing, attending to the hearer (his/her interest, wants, needs, goods)*.

- b. The second strategy is exaggerating (interest, approval, sympathy with hearer). This strategy can be done by making something seem important than it is. The speaker uses this strategy to emphasize his or her feelings toward the hearer, which may include interest, approval, or sympathy. The findings show nine data that show this strategy. For an example of this strategy is showing by datum 5. The speaker supports the hearer's activity by saying his expectation. He says that he wants to gather with the group discussion that visited by Bill Gates. It shows that he wants together with the hearer. He viewed Bill 'activity is interest and useful. At this moment, the speakers express in the form of hopefulness. By expressing hopefulness, the speaker can create a good impression on the hearers and make the imposition less inappropriate. So, it concludes that the utterance shows that the speaker used the strategy of *exaggerating (interest, approval, sympathy with hearer)*.
- c. The third strategy is using in-group identity markers in speech. The concept of this strategy, the speaker can show solidarity and intimacy with the hearer by using familiar call names. These identity markers strengthen

the closeness between the speaker and the hearer. The findings show five data that indicate utterances that used this strategy. The example of this strategy is indicating by datum 29. The datum explains that the speaker using word Bill as a familiar nickname. It means that this word used to minimize the threat as the speaker is giving support to the hearer. Moreover, the hearer's positive face is saved because he has been treated as a member of the same group. So, the utterance shows that she used the strategy of *using in-group identity markers*.

- d. The fourth strategy is presupposing, raising, asserting common ground. This strategy can be done by sharing the same interests, beliefs, and opinions between the interlocutors. The speaker in this strategy usually makes a small talk that includes the hearer into the discussion. This strategy often appears too in the findings. Four data show this strategy. The examples of this strategy are showing by datum 38. The datum explains about the speaker that tells about the hearer that has the same character with the speaker. They both open and honest are being a person. The explanation shows that the speaker used the strategy of *presupposing, raising, asserting common ground*.
- e. The fifth strategy is seeking agreement on safe topics. It means that this strategy allows the speaker to find a possibility, in which he or she can agree with the hearer's statement in safe topics. In the findings, three data show about this strategy. The example of this strategy is showing by

datum 24. The datum shows that the hearer tells about the teenage boy's group discussion sharing their problems and experiences. Then, the speaker tries to save the hearer's positive face by seeking an agreement from the hearer's statement. The speaker expresses his agreements by saying agree. It indicates that the utterance uses the strategy of *seeking agreement*.

- f. The last strategy is intensifying interest to the hearer in the speaker's contribution. The concept of this strategy is the speaker shows that he or she shares some common purposes with the hearer is by increasing the hearer's interest to the speaker's contribution. The speaker of this strategy may pull the hearer's attention to the conversation by making a good story or narrative. Two data indicates this strategy. For example, it is datum 32. The datum shows that the speaker tries to get the hearer's attention by saying a word, which makes the hearer interested in listening to his or her story. It shows that the speaker has saved the hearer's positive face because the speaker has made the hearer involved in the discussion. So, It indicates that the speaker used the strategy of *intensifying interest to the hearer in the speaker's contribution*.

Another strategy like avoiding disagreement, joking about putting the hearer at ease, asserting or presupposing knowledge of and concerning for hearer's want, and offering, promising is just once appeared in the findings. And the other strategies not found in the findings. In conclusion, there are ten

strategies from fifteen strategies of positive politeness that used by men and women to give comments in Bill Gates' Instagram account.

2. Men comments of responding to Bill Gates' caption on Instagram

The finding is showing twenty men given positive politeness to respond to Bill Gates' captions on Instagram. They use some of the strategies of positive politeness. There are seven types of the strategy of positive politeness that found in men comments. The dominant strategy used by men is noticing, attending to the hearer (his/her interests, wants, needs, goods) and exaggerating (interest, approval, sympathy with hearer).

a. Strategy 1

Based on the data analysis above, eight utterances of men appropriate with strategy 1 among them are data 2, 6, 15, 16, 22, 23, 30, and 34. The fulfillment of the first strategy is oriented to the notice of the speaker to the hearer. The speaker should notice and approve the hearer's condition. Hence, the hearer's positive face is fulfilled because he feels that the speaker has paid attention to him.

b. Strategy 2

Based on the data analysis above, six utterances of men appropriate with strategy 2. They found in data 1, 4, 5, 11, 27, and 36. The fulfillment of this strategy is often conducted with exaggerating interest or sympathy by the speaker. Hence, the hearer's positive face is fulfilled because it shows that the speaker interested.

c. Strategy 4

Based on the data analysis above, there is one utterance of men that fit with strategy 4 among. It is found in datum 31. The fulfillment of this strategy uses address form, such as the nickname *Bill* (datum 31). It can be used to show intimacy between the participants.

d. Strategy 5

Based on the data analysis above, two utterances of men fit with strategy 5 among them are data 24 and 40. It is indicated by the speaker directs the hearer to provide an opportunity to decide to take action by the addressee. The direction of the speaker shows that the speaker pays attention to the hearer. Hence, the hearer's positive face is fulfilled because the speaker has appreciated him.

e. Strategy 7

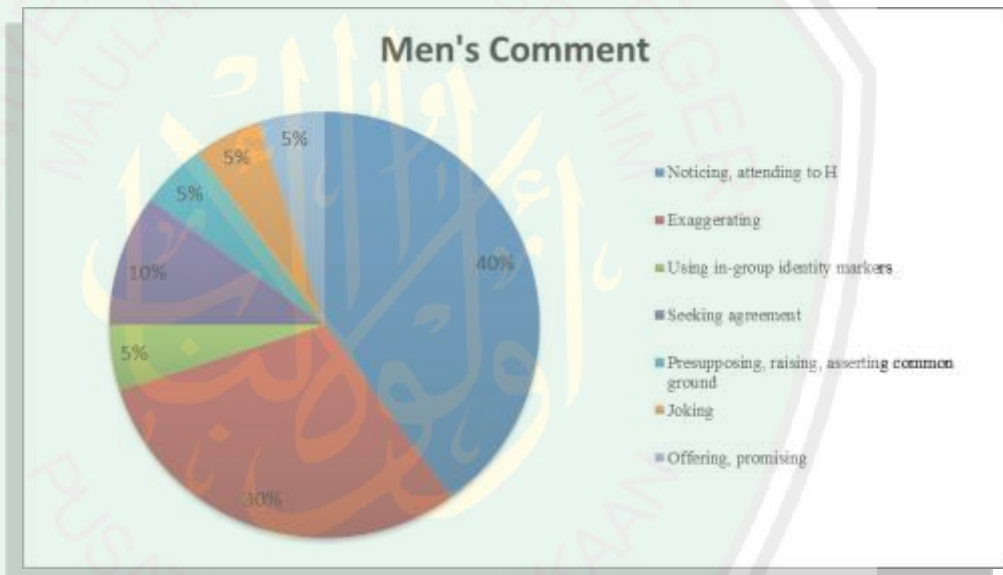
Based on the data analysis above, there is one utterance of men that appropriate with strategy 7. It is found in datum 38. The fulfillment of this strategy is required when the speaker speaks to the hearer as if it will be mutually assumed.

f. Strategy 8

Based on the data analysis above, there is one utterance of men that appropriate with strategy 8. It is found in datum 3. The fulfillment of this strategy is required when the speaker saves the hearer's face through a joke so that the hearer is not embarrassed because he can hide it.

g. Strategy 10

Based on the data analysis above, there is one utterance of men that appropriate with strategy 10. It is found in datum 25. The fulfillment of this strategy is required when the speaker may choose to stress his cooperation with the hearer in another way. Whatever the hearer's wants, the speaker wants to fulfill for the hearer and will help to obtain.



3. Women comments of responding to Bill Gates' caption on Instagram

The finding is showing there are twenty women those given positive politeness to respond to Bill Gates' captions on Instagram. They use some of the strategies of positive politeness. There are eight types of the strategy of positive politeness that found in women comments. The dominant strategy

used by women is noticing, attending to the hearer (his/her interests, wants, needs, goods) and using in-group identity markers.

a. Strategy 1

Based on the data analysis above, there are five utterances of women that appropriate with strategy 1 among them are data 5, 13, 14, 17, and 21. The fulfillment of the first strategy is oriented to the notice of the speaker to the hearer. The speaker should notice and approve the hearer's condition. Hence, the hearer's positive face is fulfilled because he feels that the speaker has paid attention to him.

b. Strategy 2

Based on the data analysis above, there are three utterances of women that appropriate with strategy 2. They found in data 7, 12, and 37. The fulfillment of this strategy is often conducted with exaggerating interest or sympathy by the speaker. Hence, the hearer's positive face is fulfilled because it shows that the speaker interested.

c. Strategy 4

Based on the data analysis above, there are four utterances of women that fit with strategy 4 among them are data 10, 28, 29, and 39. The fulfillment of this strategy uses address form, such as baby (datum 10), Bill (data 28, 29), gentleman (datum 29). It can be used to show intimacy between the participants.

d. Strategy 5

Based on the data analysis above, there is one utterance of women that fit with strategy 5. It is found in datum 33. It is indicated by the speaker directs the hearer to provide an opportunity to decide to take action by the addressee. The direction of the speaker shows that the speaker pays attention to the hearer. Hence, the hearer's positive face is fulfilled because the speaker has appreciated him.

e. Strategy 6

Based on the data analysis above, there is one utterance of women that fit with strategy 6. It is found in datum 35. The fulfillment of this strategy is used to avoid disagreement to satisfy the hearer so that she/he feels approved. It could be done by, pseudo agreement (datum 35).

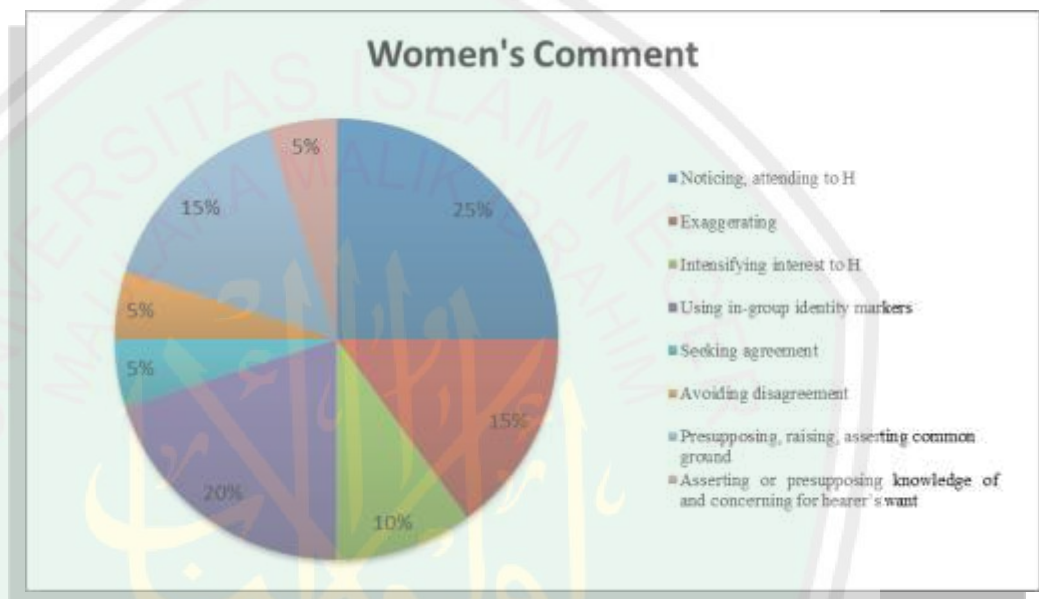
f. Strategy 7

Based on the data analysis above, there are three utterances of women that appropriate with strategy 7. They are found in data 9, 18, and 26. The fulfillment of this strategy is required when the speaker speaks to the hearer as if it will be mutually assumed.

g. Strategy 9

Based on the data analysis above, there is one utterance of women that fits with strategy 9. It is found in datum 20. The fulfillment of this strategy is required when the speaker knows the hearer's wants and the speaker showing attention to the hearer to make pressure the hearer to cooperate with the

speaker in soften way. Hence, the hearer's positive face is fulfilled because the speaker has appreciated him.



Thus, there are five types of positive politeness strategy that same used by both men and women. They are strategy of noticing, attending to the hearer (his interests, wants, needs, goods), the strategy of exaggerating (interest, approval, and sympathy with hearer), the strategy of using in-group identity markers, the strategy of seeking agreement, and strategy of presupposing, raising, asserting common ground. Thus, there are five strategies not found in data analysis. They are the strategy of being optimistic, the strategy of including both speaker and hearer in the activity, the strategy of giving or asking for reasons, the strategy of assuming or asserting

reciprocity, and strategy of giving gifts to the hearer (goods, sympathy, understanding, cooperation).



CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the result of this study as the conclusion based on findings and discussion. In addition, the suggestion is given to the next researchers to have more improvements in this field of study.

A. Conclusion

Based on the result of the findings and discussion in the previous chapter, the researcher concludes the positive politeness strategy based on Brown and Levinson's in the column comments on Bill Gates Instagram account and some findings acquired from all the data analyzed. It includes the use of positive politeness strategies covering fifteen strategies. The positive politeness exists in forty data explored in the data analysis.

Among the use of positive politeness strategies in the data, the dominant one used by audiences to respond to one of Bill Gates' caption on Instagram is noticing, attending to the hearer (his interests, wants, needs, goods) while the other five positive politeness strategies were not found.

Based on the findings, the comments from men that found by the researcher are half of the data or equal with the women's comments. The dominant positive politeness that showed by men in their utterances is the strategy of noticing, attending

to the hearer (his interests, wants, needs, goods). There are two strategies only found in the comments by men. They are the strategy of joking about putting the hearer at ease and strategy of offering, promising.

Whereas, the dominant positive politeness strategy that used by women are noticing, attending to the hearer (his interests, wants, needs, goods). And from the data analysis, women used some strategies that not found in men's comments. They are the strategy of intensifying interest to the hearer, strategy of avoiding disagreement, and strategy of asserting or presupposing speaker's knowledge of concern for hearer's wants.

B. Suggestion

Based on the findings of this study, the most dominant strategy of positive politeness is noticing, attending to the hearer (his/her interests, wants, needs, goods). In the analysis of this study, the researcher did not find five strategies of positive politeness. Therefore, the researcher suggests that the next researcher find other strategies are more dominant or to add some different aspect that can make the findings more various.

Besides, in this study, the researcher used the theory of positive politeness by Brown and Levinson (1987). So, the next researcher is expected to use other relevant theories to classify the strategy of positive politeness in detail. The researcher suggests the next researcher conduct further studies on the positive

politeness in other contexts, such as in a comic, television show, Facebook, movie, direct conversation, etc. Furthermore, this research hopefully becomes a reference about positive politeness field for students and the next researchers.



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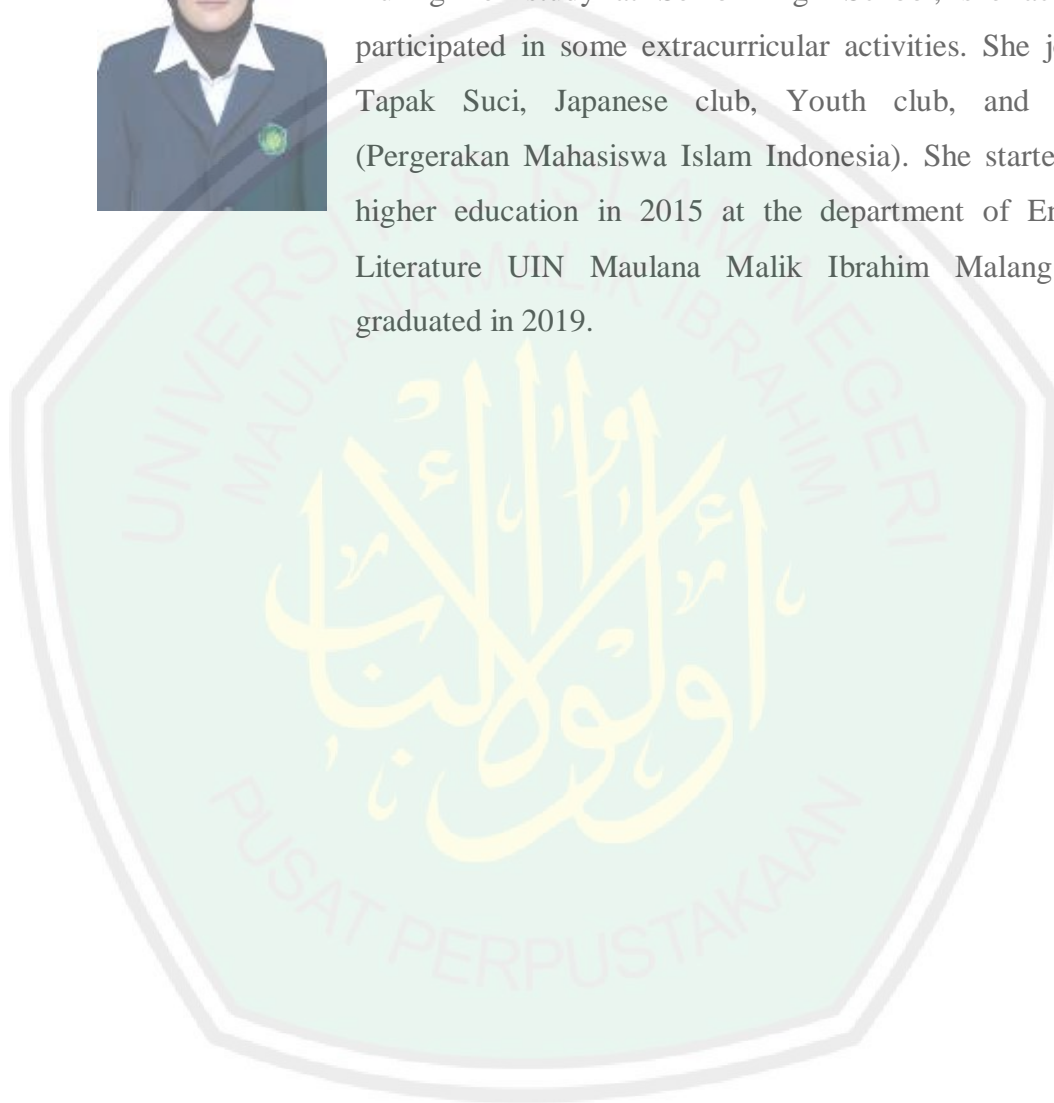
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CURRICULUM VITAE



Arini Dwi Sholikatin was born in Jombang on March 1, 1997. She graduated from MAN Kandangan in 2015. During her study at Senior High School, she actively participated in some extracurricular activities. She joined Tapak Suci, Japanese club, Youth club, and PMII (Pergerakan Mahasiswa Islam Indonesia). She started her higher education in 2015 at the department of English Literature UIN Maulana Malik Ibrahim Malang and graduated in 2019.



APPENDIX

Data Tabulation

Code	Utterance	Men/Women	Positive Politeness Strategies															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
PP/1	@scottcbusiness: Amazing work you're doing! Huge inspiration Bill! Keep pushing	M		✓														
PP/2	@benmurphybusiness: You're such an inspiration Mr. Gates!	M	✓															
PP/3	@richard_kinsley: Mr William Gates. I get it. You are richer than I am. Pfpf...	M									✓							
PP/4	@bisonjones30: @thisisbillgates – You really need to run for president. America needs a dawn of new era when it comes to leadership.	M		✓														
PP/5	@mtho_madlala: I would give my life to be part of this discussion	M		✓														
PP/6	@afahmad01: @thisisbillgates you are such an inspiration for all of us. You seem to have selfless love for humanity. Respect.	M	✓															

PP/7	@kiaabaaa: I admire your love for humanity. You have literally sewn into my life and lead me places where I would have never been able to go if I wasn't a Gates Scholar. I am so grateful and fulfilled	W	✓															
PP/8	@rebecca46and2: This is really great. I hope there are groups like this for young me everywhere.	W	✓															
PP/9	@lindawvong: But also, unfair treatment from teacher is something that disproportionately impacts boys of color, especially black boys. And the consequences of this extend far beyond the classroom. This “typical teenage frustration” is not remotely equivalent to dying in a video game, and it should not be regarded as such.	W						✓										
PP/10	@brightribary: This touches my heart, baby.	W				✓												
PP/11	@gonzalez54: Your time and wisdom is exactly what is needed hope to see you reach out to more people and mentoring is what our world needs so much respect for what you	M	✓															

	<p>mincer city youth in Chicago are finally getting attention to the problems of mass incarceration, peer pressure, low employment rates all while becoming a man sheesh! Thx @thisisbillgates for your attention</p>																	
PP/20	<p>@livingmalibu: By you actions and empathy, you and Melinda are a much needed and marvelous example to those that have power or the means to make a difference in our world. While it is true that each of us can make a difference, your example will hopefully shift resources towards addressing our most challenging issues. Thank you for shining the light.</p>	W								✓								
PP/21	<p>@adrianalucasearthur: I wish you a long life full of health and wisdom for you to enjoy all your success</p>	W	✓															
PP/22	<p>@soumikpathak: Only great people can have such sort of great thinking</p>	M	✓															
PP/23	<p>@arthurgrin84: You are a true visionary, an exemplary philanthropist. Thanks for the</p>	M	✓															

	inspiration always																		
PP/24	@liorskaler: Agreed. We need discussion like these to happen frequently so people can have the support they so desperately need.	M					✓												
PP/25	@self_taught_android_developer: @thisisbillgates one day I will become better than u sir	M										✓							
PP/26	@chanutrplaa: This is how every classroom should feel <i>100</i>	W									✓								
PP/27	@rccity.us: Bill Gates: the level a prodigy or genius aspires to after he or she becomes a billionaire.	M		✓															
PP/28	@anna_wisniowski: You and me are weird. We are like mate, Bill. I love it.	W					✓												
PP/29	@cindy6262.m: Good on you Bill!	W					✓												
PP/30	@littletony1961: Awesome! And thank you for sharing that experience with those kids – and openly talking about it with us.	M	✓																
PP/31	@kkhaliff: Aye Bill, I watch you!! That lit boom. Hope it's from the heart.	M					✓												
PP/32	@fotolishma: Yeah, children who experience	W				✓													

	room with the richest man in the world. Wow...																	
PP/37	@gloworm226: Oh bill. You're just so amazing. So much energy and completely in the flow of life. You're such a hard worker! Must be nice to feel so accomplished!	W		✓														
PP/38	@kalamartin123: Being open and honest. We are the same.	M							✓									
PP/39	@jesminmarikkar: Hi gentle man! You're such an inspiration. My fav... mr gates @thisisbillgates	W				✓												
PP/40	@scapesrus: I agree. I still enjoy life as we speak... just very sad see jealous illegal government	M					✓											
Total		M20/W20	$\frac{1}{3}$	9	2	5	3	1	4	1	1	1						

Note:

Coding: PP/1 = Positive Politeness//datum number

Men/Women: M/W

Positive politeness strategies:

- 1: Noticing, attending to H (her/his interests, wants, needs, goods, etc.)
- 2: Exaggerating (interest, approval, sympathy with H)
- 3: Intensifying interest to the hearer in the speaker's contribution
- 4: Using in-group identity markers in speech
- 5: Seeking agreement in safe topics
- 6: Avoiding disagreement
- 7: Presupposing, raising, asserting common ground
- 8: Joking to put the hearer at ease
- 9: Asserting or presupposing knowledge of and concerning for hearer's want
- 10: Offering, promising
- 11: Being optimistic that the hearer wants what the speaker's wants
- 12: Including both S and H in the activity
- 13: Giving or asking for reasons
- 14: Asserting reciprocal exchange
- 15: Giving gifts to H (goods, sympathy, understanding, cooperation)

