POSITIVE POLITENESS IN COLUMN COMMENT ON MICHELLE OBAMA'S INSTAGRAM : PRAGMATIC APPROACH

THESIS

By :
Citra Agustin
151210093

ENGLISH LITERATURE DEPARTMENT
FACULTY OF SOCIAL SCIENCE AND HUMANITIES
UNIVERSITY OF PUTERA BATAM
2019

POSITIVE POLITENESS IN COLUMN COMMENT ON MICHELLE OBAMA'S INSTAGRAM : PRAGMATIC APPROACH

THESIS
To fulfill of the degree requirements
obtained a Bachelor Degree

By:
Citra Agustin
151210093

ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2019

SURAT PERNYATAAN

Yang bertanda tangan di bawah ini saya:

Nama : Citra Agustin

NPM : 151210093

Fakultas : Humaniora

Program Studi : Sastra Inggris

Menyatakan bahwa penelitian yang berjudul:

POSITIVE POLITENESS IN COLUMN COMMENT ON MICHELLE OBAMA'S INSTAGRAM : PRAGMATIC APPROACH

Adalah hasil karya sendiri dan bukan "duplikasi" dari karya orang lain. Sepengetahuan saya, didalam naskah Skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip didalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila ternyata di dalam naskah Skripsi ini dapat dibuktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah Skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, 14 Februari 2019
Yang membuat pernyataan

Materai Rp6.000,00

<u>Citra Agustin</u>
151210093

DECLARATION OF THE THESIS ORIGINALITY

The researcher named Citra Agustin with NPM No. 151210093

Hereby declare that the term paper entitled:

POSITIVE POLITENESS IN COLUMN COMMENT ON MICHELLE OBAMA'S INSTAGRAM : PRAGMATIC APPROACH

Is the real research of the researcher named Citra Agustin. The researcher declare that this thesis has never been published in other media before, partially or entirely, in the name of researcher or others even in other universities.

Batam, 14th February 2019

Citra Agustin
151210093

POSITIVE POLITENESS IN COLUMN COMMENT ON MICHELLE OABAMA'S INSTAGRAM : PRAGMATIC APPROACH

THESIS

Submitted in Partial Fulfillment of the Requirement for the Degree of the Sarjana Sastra

By:
Citra Agustin
151210093

The thesis has been approved to be examined on the date as indicated below

Batam, 14th February 2019

<u>Nurma Dhona Handayani, S.Pd., M.Pd.</u>
NIDN: 1001058701

ABSTRAK

Bahasa adalah alat komunikasi. Ini digunakan oleh orang untuk bersosialisasi dan berkomuikasi satu sama lain. Selain dalam kehidupan nyata, bahasa juga digunakan oleh orang-orang di media sosial seperti Instagram. Mereka menggunakan bahasa dengan memberikan komentar atau pendapat tentang sesuatu yang mereka publikasikan di media sosial. Untuk menggunkan bahasa dengan dengan cara yang baik, penting untuk memahami jenis kesopanan dalam suatu bahasa. Tesis ini menganalisis tentang strategi kesopanan positif. Tujuan dari tesis ini adalah untuk menganalisis strategis kesopanan positif yang di gunakan oleh komentator di dalam postingan Michelle Obama di Instagram dan untuk menganalisis faktor-faktor yang mempengaruhi pilihan kesopanan positif yang di gunakan oleh para komentator. Analisis penelitian ini adalah jenis deskriptif kualitatif, berdasarkan teori Brown dan Levinson. Selain itu, metod non-partisipan digunakan untuk mengumpulkan data penelitian ini dan dianalisis dengan menggunakan metode identitas pragmatis. Setelah menganalisis data, metode informal digunkan dalam menyajikan data. Hasil penelitian menunjukan bahwa ada tujuh jenis strategi kesopanan positif dan dua faktor yang mempengaruhi pilihan kesopanan yang digunakan oleh komentator terhadap postingan Michelle Obama di instagramnya. Jenis-jenis itu adalah strategi memperhatikan, strategi melenbih-lebihkan, strategi mengintesifasikan, strategi mencari perjanjian, strategi menghindari ketidak setujuan, strategy menawarkan, yang terakhir adalah hasil dan faktor sosiologis yang mempengaruhi komentator untuk menggunakan kesopanan positif.

Kata kunci: faktor, strategy, kesopanan dan kesopanan positif.

ABSTRACT

Language is a tool of communication. It is used by people to socialize and communicate each other. Beside in the real life, language is also used by people in the social media such as Instagram. They used language by giving comment or opinion about something that they published in social media. In order to use language in good way, it is important to understand types of politeness in a language. This thesis analyzed about positive politeness strategy. The purpose of this thesis is to describe the strategies of positive politeness used by the commentators on Michelle Obama's posts in instagram and to describe the factors that influenced the choice of positive politeness that used by the commentators. The analysis of this research is kind of descriptive qualitative, based on theory of Brown and Levinson. Moreover, non participant method is used to collect the data of this research and they are analyzed by using pragmatic identity method. After analyzed the data, informal method was used in presenting data. The result showed that there are seven types of positive politeness strategies and two factors that influenced the choice of positive politeness used by commentators while giving comments or opinion on Michelle Obama's Instagram. Those types are notice strategy, exaggerate strategy, intensify strategy, seeks agreement strategy, avoid disagreement strategy, assert strategy and offer strategy. The last is there are payoff and sociological factors that influenced the commentators to used the positive politeness.

Keywords : *factors, strategies, politeness and positive politenes*

MOTTO AND DEDICATION

MOTTO

There is an ease after every difficulty (QS. Al-Insyirah : 6)

And he is with you wherever you are (Quran 57:4)

DEDICATION

This thesis is dedicated to all people who always pray, motivate and give support in finishing this paper for my success, they are my beloved parents, sister, brother, the one that I love and the friends that I cherish

ACKNOWLEDGMENT

All praises to the Allah S.W.T by his graces and inclusions that endless to the researcher. Thus researcher finishes the thesis which is one of the requirements to complete the bachelor degree S1 in the English Department of Putera Batam University.

Researcher realizes this research is far from perfect as the beginner. Thus, all suggestions and critics are welcomed warmly to improve this research. Not foregetting that researcher finishes the research by all the people who contribute to the researcher. The researcher would like to express sincerly the gratitude to:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Suhardianto, S.Hum., M.Pd., Dean of Faculty of Putera Batam University
3. Afriana, S.S., M.Pd., as head of English Department of Putera Batam University
4. Nurma Dhona Handayani, S.Pd., M.Pd., as the advisor who contributes her knowledge, ideas and time in this research.
5. Melly Siska Suryani, S.S., M.Hum., as the lecturer who advises, supports and motivates researcher during the study at Putera Batam University.
6. All lecturers of English Department and the staffs for knowledge, motivations, and suggestions during the time researcher took at Putera Batam University.
7. Researcher's parents, sister, and relatives who motivate and support researcher during the study.
8. The person researcher loves who is contributing a lot to this research.
9. All of the friends who are contributing to motivate and support the researcher.

May the blessing of God be with them in return of their kindness, Amin.

Batam, 15ᵗʰ February 2019

Citra Agustin
15121009

TABLE OF CONTENT

LIST OF TABLE

LIST OF FIGURE

CHAPTER I
INTRODUCTION

1.1   Background of the Research

Language is a tool of communication. People use it to socialize and they learn how to be a good partner in conversation. Beside that, through langauge, people are able to share information, ideas, opinions and they able to deliver every kind of message. Therefore, in order to use language in good way, it is important to understand types of politeness in a language. It is needed to know to avoid misuderstanding in communication.

Related to the explanation above, people need to know about politeness in order to understand the good way of communication. It is supported by Homles as cited in Septiyani (2016) he says that politeness is something general which involves the other's feeling, in other word, when the speaker speaks politely then the listener will feel comfortable. However, speaking politely is not always necessary used for the speaker to please the listener as well. Beside that, Brown and Levinson as cited in Gillani (2014) stated that politeness strategies are divided into four types such as, positive politeness, negative politeness, bald on record, off record and not doing FTA (Face Threathening Act).

In line with the explanation above, positive politeness is used when the speaker uses positive politeness strategies because she/he can satisfy the hearer's positive face to respect them. Negative politeness is used to assume that speaker may be imposed to the hearer and intruding on their space. Bald on record refers

to shows the efficiency or the speaker claims that other things are more important than face. Off record is used when the speakers usually want to remove themselves from any imposition. And the last is FTA (Face Threatening Acts) it means the speakers tries not to make an FTA (Face Threatening Acts) because it will reduce the risk of threathening face when they feel ashame. Therefore, most people are using politeness strategies to ensure that they can make a good conversation or communication and they will not feel the hostile in the social communication.

Related to the explanation above, according to Brown and Levinson as cited in Pattrawut (2014) stated that positive politeness are divided into fifteen strategies. They are notice strategy, exaggerate strategy, intesify strategy, use in-group identity markers strategy, seek agreement strategy, avoid disagreement, presuppose strategy, joke strategy, assert strategy, offer strategy, optimistic strategy, both of the speaker and the hearer in the activity strategy, give strategy, assume strategy and the last give gifts strategy. In order word, those are types of positive politeness that often used by people to communicate each other.

The strategies of positive politeness are not only found in the evident life. It also will be found in the social media. In social media, there are some applications that provide space to comment or opinions that given by users. One of applications in the social media that provides space to write comments or opinions is Instagram application. Providing space for commenting is a means for followers of certain Instagram accounts to comment on account posts. Beside that, there is a room for commentators to comment or give opinion to express their feelings

through writing and every follower is free to give their comment. Therefore, there will be factors that influenced the commentators who will use positive politeness in expressing their opinions to satisfy the hearer's face and also to respect them.

Related to the explanation above, it could be said that positive politeness strategies can be found in any context. One of them is Istagram as the data sourcet of this research where the positive politeness occurred. Instagram itself is the interesting data source to be analyzed. Because there are a lot of people who are using this social media right now to share their life story. Beside that, people can share their opinion, thought or something interesting in their account Instagram. One of them is Michelle Obama's Instagram. She share her life story in her Instagramand she has almost 12 milion followers in her acount instagram. When she posted a photo or video into her instagram, there are a lot of people give comment to her posts.

Related to the explanation above, an example of a comment from the commentators for Michelle Obama in one of her photos in instagram. it can be seen as below:

Figure 1.1 post 1
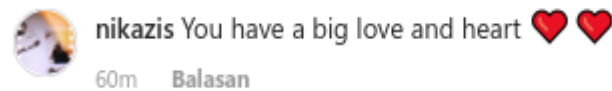
Figure 1.2 Example Comment 1 of Post 1

From example above, it could be analyzed that the commentator used strategy 1 of positive politeness strategy, called notice strategy (interest or symphaty to the hearer), which based on the Brown and Levinson's theory, the speaker or the commentator interest to the hearer. In here, the commentator has noticed Michelle Obama's status by saying "you have a big love and heart". The word "love and heart" indicated that Nikazis interest to Michelle Obama. It show that Nikaniz saved Michelle Obama's positive face. It could reduce her threat as a fan of Michelle Obama. The commentator, used positive politeness because there were several factors that influenced her. The first was payoff, which the commentator wanted to gratify Michelle Obama and she wanted to reduce the FTA (face threathening act) to Michelle Obama. The second was sociological factors, which in here, the researcher found two factors of sociological factors, the first is social distance and power rating. As a result, it can be said that, the commentator was interested with Michelle Obama and she was one of the Michelle Obama's followers.

In correlation with this analysis also, there are some journals which studied about positive politeness. First, an international journal entitled "A Cross-Cultural Pragmatic Study: Politeness Strategies and Realizations of the Strategies Used to Perform Student-Lecturer Multiple Disagreements by Native Speakers of

Thai and English". The research was done by Pattrawut (2014) in Thailand. In his research, he also used a theory from Brown and Levinson. His study actually examine politeness strategies that native speakers of Thai and Canadian English used to perform the student-lecturer multiple disagreement in the classroom context. As the result, this study showed that the native speaker of Thai disagree with their lecturer in only small numbers of turn-takings, whereas the Canadian English students often perform their disagreement in greater quantity. It means that, the native of Thai and Canadian English use the on-record strategy to initiate their first performance of disagreement, they both use different politeness strategy in the subsquent turns.

Second, a national journal entitled "Politeness Strategies of The Panders in Women Trafficking". The research was done by Revita, Trioclarise, & Anggreiny (2017) in Universitas Islam Negeri Syahid Jakarta. In their research, they used a theory from Brown and Levinson. They focused to politeness strategy in women trafficking. This study was aimed to describe the politeness startegy used by panders in persuading women to be victim of women trafficking. And the result from thier study was there were four politeness straregies used by the panders in women trafficking activities.

Based on the explanation above, to make it clear, the researcher concluded that there were similarities and differences between this research and those privious researches. First, they used a theory of politeness from Brown and Levinson as a foundation to their research. Second, the object of the research was different. In the first journal the object was about student and lecturer multiple

disagreements by native speaker of Thai and English. And the second journal the object was about panders in women trafficking. In other words, to make it clear the researcher used Instagram as an object of the research. As a result, this research was interested to analyze.

From explanation on the top, the researcher was interested to analyze positive politeness in column comment on Michelle Obama's Instagram. Michelle Obama is one of the famous women and she has a lot of followers in instagram. Thus, there were many comments in her column comment. Instagram itself was a new object and the researcher has never encountered other researchers researched about Instagram, that was why Instagram is very intersting to be analyzed.

1.2   Identification of the Problem

Based on the reasons stated in the background of the research above, there were several problems that could be identified, they can be seen as below :

1. The types of politeness strategies that often used by the commentators on Michelle Obama's instagram such as : negative politeness, positive politeness, bald on record and off-record

2. Positive politeness strategies used by the commentators on Michelles Obama's posts in istagram such as : notice strategy, exaggerate strategy, intesify strategy, use in-group identity markers strategy, seek agreement strategy, avoid disagreement, presuppose strategy, joke strategy, assert strategy, offer strategy, optimistic strategy, both of the speaker and the

hearer in the activity strategy, give strategy, assume strategy and the last give gifts strategy.

3. Factors that influence the choice of politeness strategies by the commen tators on Michelle Obama's instagram such as : payoff and sociological factors

1.3   Limitation of the Problem

To be more focus, problems of this research was limited. They could be seen as below :

1. Positive politeness startegies used by the commentators on Michelle Obama's posts in instagram such as : notice strategy, exaggerate strategy, intensify strategy, use in-group identity makers strategy, seek agreement strategy, avoid disagreement strategy, presuppose strategy, joke strategy, assert strategy, offer strategy, optimistic strategy, both of the speaker and the hearer in the activity strategy, give strategy, assume strategy and the last give gifts strategy.

2. Factors that influence the choice of positive politeness on Michelle Obama's posts in instagram such as : payoff and sociological factors.

1.4   Formulation of the Problem

The formulation of the research, the reasercher would like to formulate the reaserch questions, they could be seen below :

1. What are the positive politeness strategies used by the commentators on Michelle Obama's posts in Instagram?

2. What are the factors that influence the choice of positive politeness strategies on Michelle Obama's posts in Instagram?

1.5 Objective of the Research

The purpose of this reaserch could be seen as below :

1. To describe the strategies of positive politeness used by the commentators on Michelle Obama's posts in Instagram

2. To describe the factors that influence the choice of politeness on Michelle Obama's posts in Instagram.

1.6 Significance of the Problem

There were two significances of this research. They were theoretical significance and the other one was practical significance.

1.6.1 Theoretical Significance

This research is able to answer about the question that appeared also to help in serving some more knowledge about positive politeness. This research also recognized the types and factors that could be used as a additional source to understand about politeness strategies.

1.6.2 Practical Significance

The researcher hoped that this research could give many advantages for education field. This research was intended to help the researcher understand more about positive politeness. And for the reader, it can be as a reference to make further research about politeness. The last, this research was intended to give knowledge how to use Brown and Levinson's politeness.

1.7   Definition of Key Term

Pragmatics   : is study of how utterances have meanings in situation and also pragmatics studies how langauge is being used in communication. (Yule)

Politeness strategy : is developed to save the face of the hearer. The face in here refers to respecting the individual for himself or herself and also for maintaining the situation for the speaker and hearer. (Brown and Levinson)

Positive politeness : is when the speaker uses positive politeness strategies because he can satisfy the hearer's positive face to respect them. (Brown and Levinson)

CHAPTER II
REVIEW OF RELATED LITERARTURE AND THEORETICAL FRAMEWORK

2.1   Pragmatics

Pragmatic is a branch of linguistic, which studies about meaning in particular context. There are some experts that explain about pragmatics. One of them is Yule, Yule as cited in Pangestuti (2015) stated that in pragmatics there is a corelation between users who are using those form and linguistics forms. Pragmatics also related to people and the context of the situation. Study about pragmatics make speaker and hearer ease to communicate each other, because, she/he might be know the intended meaning of someone's utterance including the context of the situation. In other words, people are needed to study about pragmatic to understand all the meaning of an utterance from somebody else.

According to Yule as cited in Archia Jade (2014) pragmatics are devided into four concerns. First, pragmatic is study about the utterance from the speaker and the effort of the hearer to understand the meaning of those utterances. Second, pragmatic is study about interpratation of utterance from speaker in particular context. For instance, both of them between the hearer and the speaker should be aware about the context that follows the utterance from the speaker. Third, pragmatic is study about the implied meaning of utterance from the speaker. The last, pragmatic is study about the the level of relationship between both of the speaker and the hearer.

Related to the explanation on the top, pragmatic is important to study. It means that pragmatic give us a greater understanding of how people mind works and the act of people . Green as cited in Archia Jade (2014) state that the whole meaning of pragmatic is focuses on intentional of human acts. It means pragmatic also requires interpretation of acts to get the correct meaning of an utterance. Hence, it is important for people to pay attention to the context of utterance to get the correct interpretation.

In other words, the reseacher concluded that pragmatics is study about the meaning of an utterance from the speaker. Pragmatics is also related to people's interaction each other. People have to pay attention to the context of utterance. Therefore, people have to respect each other to make a good interaction between them. People have to consider about politeness. Hence, politeness is one of the parts that will be studied in pragmatic.

2.2 Politeness Strategy

There are some definitions about politeness strategies by some experts. The first theory is from Penington as cited in Mu (2015) state that politeness is devided into two part. The first is positive politeness culture, maintain other's people face is needed for people, such as doing something for them and also taking the lead in interaction. Second, negative politeness cultures, maintain other's people face is a must for people, such as let them in their way and giving them space.

Second, according to Yule as cited in Revita et al., (2017) states that in politeness there is something to do with self-image because it involves a

correlation between the speaker and the hearer in their coversation. Leech as cited in Revita et al., (2017) states that politeness refers to the social and human's emotional sense that every one wants and expect others people to realize. Likewise, politeness is related between people and other people, people in here as the speaker and the hearer state by Fatzer and Oishi as cited in Revita et al., (2017). The last, theory from Brown and Levinson that appeared in 1987.

Related to the explanation above, Politeness is related to people who are having a social self image state by Brown and Levinson as cited in Gillani (2014). Self-image in here refers to people's face. It means that the speaker should aware of the hearer needs or condition about their face, feelings and also minimize face threatening act (FTA). Brown and Levinson as cited in Siadari (2014) state that face threatening act is an act or behave which is threatens the face of another person. Hence, politeness is bahave that is showing awarness of the hearer social self-image.

Futhermore, Brown and Levinson as cited in Maros & Rosli (2017) state that the goal of politeness strategy is to minimize the FTA (face-threatening act), Brown and Levinson also state that every person has two types of face, they are positive and negative face. Positive face in here means that the people need to be respected each other and accpeted in social interaction. While, negative face in here means that the people need to have an emantipation of action and establishment of their act. According to Brown and Levinson politeness stratgy has four types of positive politeness as cited in Siadari (2014) there are Bald On

Record, Off-Record, Positive Politeness and Negative Politeness. The four strategies are explained as follow.

2.2.1 Bald On-Record

Bald on record is when the speaker can directly address the people as a means of expressing your needs to the hearer. The speaker does nothing to minimize FTA (face threatening act) to the hearer's face. This strategy is usually used in a situation where the speaker has a close relationship with the hearer such as a boss and the employee. In other words, this strategy is commonly used by the speaker who has power toward the hearer who has a low power without does nothing to minimize the FTA (face threatening act).

Example : "Lina look, there is customer. Don't play with your phone!"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy bald on record, which the speaker has a power than the hearer. In here, the speaker said to the hearer that there is a customer, the speaker in here as a boss and the hearer as an employee. So, the speaker used strategy bald on record to convey what she/he wants to say to the hearer.

2.2.2 Off-Recored

Off-Record is when the speaker tries do the FTA (face threatening act) but the speaker wants to avoid the responsibility for doing the FTA. Besides, by giving an unclear utterance, the speaker may let the hearer decide to interprate the utterance from the speaker. The main purposed of this strategy is to taking some

pressure off of the hearer. In other words, the spekaer tries to perform an act in a vague manner and made the speaker decide to interprate as some others act.

Example : "Hmmm, it's getting hot right?"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy off record, which the speaker tries do the FTA (face threathening act) but the speaker wants to avoid the responsibility for doing the FTA and giving unclear utterance to the hearer. In here, the speaker said that the atmosphere is getting hot to the hearer and the speaker wants the hearer to interparet the utterance. So, the speaker used strategy off record to convey what she/he wants to say to the hearer.

2.2.3 Negative Politeness

Negative politeness is when the speaker tries to respect the hearer, who does want to be imposed or distrubed. In negative politeness usually there is social distance between the speaker and the hearer. The spekaer recognize the hearer's face. In other words, negative politeness keeps the face of the hearer by respect them.

Example : "I'am sorry for distrubing you,but would you like to tell me where the toilet is ?"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy negative politeness, which the speaker tries to respect the hearer becuase there is social distance between them. In here, the speaker asked the hearer about where the toilet is, but the speaker might say polite because the speaker does not know with whom she/he

talks. So, the speaker used strategy negative to convey what she/he wants to say to the hearer.

2.2.4 Positive Politeness

Positive politeness is when the speaker recognize that the hearer has a desire to be appreciated and respected. Sometimes the speaker expressed by treating the hearers as a member of an in-group or family. Positive politeness is more polite than other strategies, it shows the solidarity between the speaker to the hearer. Brown and Levinson as cited in Siadari (2014) divided this strategy into fifteen sub-strategies. The fifteen strategies will be explain as follow.

2.3 Positive Politeness

According to Brown and Levinson as cited in Revita et al., (2017) state that the speaker tries to expressed by treating the hearer as a member group or family. There are 15 strategies of positive politeness proposed by Brown and Levinson, they are strategy one or notice strategy, strategy two or exaggerate strategy, strategy three or intensify strategy; strategy four or use in-group identity markers strategy, strategy five or seek agreement strategy, strategy six or avoid disagreement strategy, strategy seven or presuppose strategy, strategy eight or joke strategy, strategy nine or assert strategy, strategy ten or offer or promise stratgey, strategy eleven or be optimistic strategy, strategy twelve both the hearer and the speaker in the activity, strategy thirteen or give reasons stratgey , strategy fourteen assume or assert strategy, and strategy fiftheen speaker give gifts to the hearer (sympahty,cooperation,goods,understanding)

1.   **Strategy one: Notice to the hearer (goods,interest, needs,wants, needs)**

In strategy one, the speaker has obligation to pay attention to all the aspect of the hearer's shape. Such as something new about the hearer's shape, or anything that look good and the hearer want the speaker notice about something new from the hearer.

Example: "look_at you, it_seems like you just loose your weight babe"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy notice, which the speaker notice to the hearer. In here, the speaker told that the hearer seems like loose her weight than before. So, the speaker used strategy notice to convey what she / he wants to say to the hearer.

2.   **Strategy two: Exaggerate (interest, or sympathy with hearer)**

This strategy is often done with exaggerated intonation, and other aspects of prosodic, as well as with intensifying modifiers.

Example: "What a fantastic garden you have"

From this example, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy exaggrate, which the speaker tried to make a simple statment become an exaggerate statment to the hearer. In here,

the speaker just want to show her / his sympathy to the hearer by told the hearer that she / he has a fantastic garden. So, the speaker used strategy exaggerate to convey what she / he want to say to the hearer.

3. **Strategy three: Strengthen the interest to the hearer**

In strategy three, communication is a tool for people to connect each other. There are many ways for people to communicate so the speaker can share some information to the hearer. To intensify the hearer's interest in the conversation, the speaker usually starts with an intersting story, sometimes the speaker used vivid explanation or methapor to interest the hearer. So, between the speaker and the hearer will feel comfort in the in the midst of conversation.

Example: "You know"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was catagorized into strategy intensify, which the speaker tried to share his / her interest to the hearer by making a good story. In here, the speaker used tag question to start his / her story to interest the hearer. So, the speaker used strategy intensify to convey what she / he wants to say to the hearer.

4. **Strategy four: Use in-group identity markers**

In this strategy, usually the speaker realize that between the hearer and the the speaker they have a same background and in group membership they can deliver in various ways, the speaker will be able to claim the similarity the common ground with the hearer. In using a same language or such as dialect, jargon and slang in one group it was called the strategy four.

Example: "Watch your brother, will you son?"

From example above, it could be analyzed base on the Brwon and Levinson's theory that this example was categorized into strategy use in-group identity, which there is relationship between speaker and hearer. In other words, the speaker and the hearer from the same background or family. In here, the speaker as a parent and the hearer as a son, the speaker asked the hearer to take care of his brother. So, the speaker used startegy use in-group identity to convey what she / he wants to say to the hearer.

5. **Strategy five: Seek agreement**

There are two ways in seek agreement. they are safe topics and repetition.

1) When the utterance from the hearer that has been conveyed is a true, the speaker has a right to emphasize his/her agreement to the hearer just to satisfy the hearer's face and this is called a safe topic strategy.

2) In agreement, the speaker can be stressed an agreement to the hearer by repeating a part of what the entire preceding the hearer has said in a conversation. This is not only used to show that one has heard correctly what was said but also used to emphasize emotional agreement with the utterance or to emphasize interest and surprise.

Example:

A : "Aliya has a problem with her homework"
B : "Oh my god, really, a problem"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into startegy seek agreement, which the

hearer tried to repeat a part of what the speaker said earlier in the conversation. In here, the speaker said that Aliya has a problem and the hearer repeat what the speaker said to gratify the face of the hearer. So, the speaker used strategy seek agreement to convey what she / he wants to say to the hearer and also to satisfy the hearer's face.

6.   Strategy six: Avoid disagreement

In this strategy there are four ways to avoid disagreement, they are token agreement, pseudoagreement, white lies, and hedging opinion.

1)   For example of the token agreement is the desire to agree with the hearer leads also to mechanism for pretending to agree. An extraordinary level where the speaker may twisting their utterances so as to agree or to hide disagreement with "Yes, but' in effect, rather than "No".

2)   Pseudoagreement is the use of then as a conclusory marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee.

3)   White lies ways happen when a speaker confronted with the necessity to state an opinion, wants to lie rather than to damage the hearer's positive face.

4)   Hedging opinion occurs when the speaker may choose to be vague about his / her own opinions, so as not to be seen to disagree. This is characteristics of negative politeness but also characteristics of positive politeness too

Example :

A: "Who is she, a teacher?"
B: "Yes, she is a teacher, but sometimes she also becomes a volunteer"

From example above, it could be analyzed base on Brown and Levinson's theory that this example was categorized into strategy avoid disagreement, which the speaker tried to save the hearer's face. In here, the speaker asked to the hearer about someone that she / he does not know by guessing her / his job, to avoid disagreement the hearer respond to a preceding utterance with Yes rather than No. So, the speaker used strategy avoid disagreement to save the hearer's face.

7.   Strategy seven: Presuppose (rise and assert common ground)

In strategy seven, it has three types they are small talk (gossip), the point of view operations and presupposition manipulation.

1)   Small talk (gossip) is a mark where the speaker is trying to spend the time and effort on being with the hearer, as a designate of friendship or interest her/him.

2)   point of viw is a way to reduce the distance between the speaker and the hearer, it is also called as point of view operations with deixis.

3)   Presupposition manipulation is when the speaker presupposes something that it is mutually taken just like that.

Example :

A: "Oh mama, this wound is very hurts mama"
B: "Yes my darling, I know, it hurts terribly"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy presuppose, which the speaker feels what the hearer feels right now. In here, the speaker tried to

understand what the hearer feel right know by saying the same things to the hearer that she also felt the wound. So, the speaker used strategy presuppose to convey what she / he wants to say to the hearer.

8.   Strategy eight: Joke

This strategy, in positive politeness joke can be used as an exploits, in order to reduce the level of the FTA (face threathening act). A joke used as base of positive politeness strategy technique to place the hearer at atease. For example when the speaker make a joke to reduce an FTA of request or ask.

Example: "look at my stomach, there is a lot of bally "

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy joke, which the speaker tried to make a joke to the hearer also to diminishing the social distance between both of them. In here, the speaker said to the hearer that she has bally in her stomach to make the atmosphere more cheerful between them. So, the speaker used strategy joke to convey what she / he wants to say to the hearer.

9.   Strategy nine: Assert (concern for the hearer's wants and presuppose speaker's knowledge).

Asserting or implying knowledge of hearer's wants and willingness to fit with their own wants with them was done when the speaker used this strategy.

Example: "I am really sure to know that you don't want to sing, but this song is really good, go sing this one!"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy assert, which the speaker

knows about the hearer's wants and willingness. In here, the speaker knows that the hearer wants to sing this song and the spekaer asked the hearer to do it. So, the speaker used strategy assert to convey what she / he wants to say the hearer.

10.   Strategy ten: Offer (promise)

The speaker might choose to emphasize his/her collaboration with the hearer in order to reduce the potential of FTA (face threathening act). Every wants from the hearer will be claim by the speaker, the speaker should help the hearer to gain the hearer's wants. Offer and promise is a natural things of choosing this strategy even if they are wrong. In here, the speaker just wants to prove that the speaker has good intentions in satisfying the hearer's wants.

Example: "I'll drop sometimes next week"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy offer, which the speaker makes a promise or offer something to the hearer. In here, the speaker make a promise to the hearer that she/he will drop next week. So, the speaker used strategy offer and promise to convey what she / he wants to say to the hearer.

11.   Strategy eleven: Optimistic

This strategy, when the speaker asks for something from the hearer and he knows that whatever it is, it will be given or carried out by the hearer. The hearer will do everything that is asked from the speaker, because the hearer wants to help the speaker to achieve his/her goal and it will happen.

Example: "You will lend me your money right?"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy be optimistic, which the speaker knows that the hearer will help her to gain the goal because it will be in their common interest. In here, the speaker asked the hearer to lend her / his money and the speaker preaty sure that hearer will lend her money. So, the speaker used strategy be optimistic to convey what she / he wants to say to the hearer.

12. Strategy twelve: Both of the speaker and the hearer in the activity

In strategy twelve, the speaker used an emblem "we" form, it indicates "you" or "me", she/he might call for cooperative assumptions and thus improve the FTA. An emblem "we" and often change with the word "let's" to avoid the FTA (face threthening act).

Example: "Let's have a cookie then"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy include both the speaker and the hearer in the activity, which the speaker usually uses we to indicate the speaker and the hearer in the activity and sometimes we often change with the word let's. In here the speaker said to the hearer let's have a cookie, it means the speaker asked the hearer to eat cookie. So, the speaker used strategy include both speaker and hearer in the activity to convey what she/he wants to say to the hearer.

13. Strategy thirteen: Give (or ask for) reasons

In strategy thirteen, both of the speaker and hearer in the practical reasoning and reflexivity of the speaker who thinks his/her desire is also the desire of the hearer. This strategy also used to complain, criticize and give opinions by using words "why not". For example complaining about the past, or when the speaker wants to give an opinion. This is a conventional form of positive politeness.

Example: "why don't we go to citra's house this evening"

From example above, it could be analyzed base on the Brown and Levinson's theroy that this example was categorized into strategy give or ask for reason, which the speaker give an idea to the hearer or aks for reason. In here, the speaker give an idea to the hearer that why don't they go to citra's house this evening. So, the speaker used strategy give or ask for reason to convey what she / he wants to say to the hearer.

14. Strategy fourteen: Assume (or assert reciprocity)

In strategy fourteen, the speaker might say something that has feedback for her/ him, for instance, the speaker will do something for the hearer if the hearer also do something for the speaker, or the hearer did something good for the speaker last month, so the speaker does something good for the hearer this month. By doing this strategy, complaints or criticism is a part of speech act by eliminating the FTA (face threathening act) or debt aspect of speech act such as complaints or criticism the speaker my soften his/her utterance.

Example: "Alisya will tell you about her story if you tell her about your story too"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy assume, which there is a feedback between the speaker to the hearer or between the hearer to the speaker. In here, the speaker asked the hearer to tell about her story to Alisya and after that Alisya will tell her story to the hearer. So, the speaker used strategy assume to convey what she / he wants to say to the hearer.

15. Strategy fifteen: Give gifts to the hearer

In strategy fifteen, the speaker wants to know the hearer's want and the speaker wants to gratify the positive face of the hearer to the lever that the hearer wants. So, he/she might feels satisfied. In politeness there is also a classic positive politeness that is like giving gifts and giving desires such as understanding, being admire and being heard.

Example: "Please tell me if you need something"

From example above, it could be analyzed base on the Brown and Levinson's theory that this example was categorized into strategy give gifts to the hearer, which the speaker really hope that the hearer will tell her / his if she / he needs something. So, the speaker used strategy give gifts to the hearer to convey what she / he wants to say to the hearer.

2.4   Factor of Politeness

According to Brown and Levinson as cited in Septiyani (2016) state that when the commentator using positive politeness, there are two factors that influencing the commentator to use it. They are payoffs and sociological factors. Hence, brown and levinson also state stress that choosing particular of politeness strategies intrinsically be able certain payoffs or advantages.

1.   Payoffs of Doing Positive Politeness Strategy

According to Brown and Levinson as cited in Septiyani (2016) state that the speaker can reduce the FTA (face threatening act) by confirming the hearers that the speaker take into consideration to be at the same types as the hearer. Positive Politeness allows the speaker to gratify the positive face of the hearer as if the speaker recognizes the hearer's wants and him/herself wants them to be achieved. Besides, the speaker can also reduce or avoid the FTA (face threatening act). The potential face threat of an act is minimized by the assurance that the speaker wants at least some of the hearers' wants. Therefore, Positive Politeness leads to mutual friendship, solidarity, and equal participants.

2.   The Sociological Factors

According to Brown and Levinson as cited in Septiyani (2016) state that there are three sociological factors that influencing the choice of politeness strategy. They are social distance, the power rating, and the absolute ranking of imposition in the particular function culture.

1)   Social Distance.

Social distance specifies choice of politeness strategies in speaking. According to Brown and Levinson as cited in Septiyani (2016) state that distance means there is distance or gap like an asymmetric social dimension of similarity or difference in which the speaker and the hearer stand for the purpose of an idea, act or point of view. When the speaker communicates with their best friend, there is not a social distance between them. Hence, the degree of politeness that the speakers use will be lower. To put it differently, when the social distance between the speaker and the hearer is getting far, the degree of politeness that the speakers use will be higher.

2)   Power Rating

According to Brown and Levinson as cited in Septiyani (2016) state that power rating is like an asymmetric social dimension of power rating or strength. It is another factor that influencing people to speak politely. In addition, Brown and Levinson add that there are two sources of power, the first is material control or over economic distribution and the second is physical force and metaphysical control or over the actions of others. In material control, it is clearly seen in a situation where a manager of a company who possesses higher power rating asks a worker who has a low power rating to do something. However, when the worker who has low power rating pulls a gun to the manager, the power may be stolided. This is clear that represents a metaphysical control. Besides, power rating is not only attached between individuals but also about behavior, such as employer to his/her employee, teacher to his/her learner, and gangster to his/her victim. In

conclusion, it needs more corroboration to adjust power rating in certain sociological factors.

3)   The Absolute Ranking of Imposition.

Brown and Levinson as cited in Septiyani (2016) state that impositions can still situationally vary in denomination. In general, Brown and Levinson add that there are two ranks, they are rank order of impositions requiring services, including the certainty of time and rank order of impositions requiring goods, including non material goods like information. Both of them cover actions which cause FTA. When the speaker shows greater FTA in his/her utterances, the imposition of the act is also getting greater. As a result, the speaker will use highly standard politeness strategies in speaking.

2.5   Previous Research

Researches about positive politeness have been done before, the researcher gathered some information from previous researches which are related to this reasearch. The first research was done by Revita et al., (2017). The titile is 'Politeness Strategies of The Panders in Women Trafficking'. The aim of this study was to describe the politeness strategy used by panders in persuading women to be the victim of women trafficking. The research was conducte in West Java (Bekasi, Cirebon, and Indramayu). The data was collected by any utterances of the panders in persuading the women to be the victim of women trafficking. To collect the data, reseaserchers used an observational method with note-taking, recording, and interviewing. The analysis was done by pragmatic and referential identity method related to the concept of politeness proposed Brown and Levinson

(1987). The result of this analysis is to found that there are four politeness strategies used by the panders in woman trafficking activities. Such as positive politeness, bald on record, off record and negative politeness. This research has difference with previous research , that is the object used.

The second research is about Politeness Strategies in Teacher-Student Interaction in an EFL Clasroom Context. That was done by Senowarsit (2013). The purpose of this study is to be able to communicate. Students must have communicative competence that consists not only in socio culture but also in linguistic competence, interactional, formulaic and strategic competence. The data was collect from two different English classroom. The analysis was based on Brown and Levinson's theory. The result from the analysis told that teacher and students used positive politeness, negative politeness, and bald on record. The perception of teacher and studetns on social distance, institutional setting, power, the age difference, and the limitation of the linguistic abilities of the students have contributed to a variety of politeness strategies. This research has difference with previous research , it because this reacher just focus to the positive politeness while the previous research focused to the result others types of politeness strategies.

The third research is about Politeness Strategies Used in Text Messaging: Pragmatic Competence in an Asymmetrical Power of Teacher-Student. The reaserch was done by Eshghinejad & Moini (2016). The aim of this study was to describe the strategies used by these two groups and to find out whether there was any significant difference between male and female English as a foreign language

(EFL). This article used pragmatic as an approach. The Results of qualitative and quantitative data analysis showed there was no significant difference between the two groups. The results of the study have implication in politeness research. This reaserch has difference with the previous reaserch. That is the purppose of the reaserch.

The fourth reaserch is about A Cross-Cultural Pragmatic Study:Politeness Strategies and Realizations of the Strategies Used to Perform Student- Lecturer Multiple Disagreements by Native Speakers of Thai and English. That was done by Pattrawut (2014). The aim of this study was to examines what politeness strategies that native speakers of Thai and Canadian english used to perform the student-lecturer multiple disagreements in the classroom context. The data were collected by means of classroom videotaping. The theory that the reasercher used by Brown and Levinson. The result of this reaserch is to show the use different politeness strategy in the subsequent turns. The native speakers of Thai normally redress their politeness strategy and less often realize the strategy non-linguistically, but the Canadian English usually aggravate the politeness strategy in the subsequent turns and realize their strategy non-linguistically, i.e. through the use of facial expression. As a result , the hypothesis has been proved correct. This research has difference with the privious reaserch. Especially in the purpose of the study.

The last reaserch is about politeness strategies in twitter updates of female English language studies malaysian undergraduates. That was done by Maros & Rosli (2017). The last reaserch was about politeness strategies in twitter updates

of female English language studies malaysian undergraduates. That was done by Marlyna. The aim of this study was to contribute to the field of politeness and English language studies in computer-mediated communication (CMC) by predicting how the tweets could potentially misfire and show casing the politeness strategies in twitter updates. The data was taken by 9 female with a total 776 of tweet updates in Twitter. The data was analysed using Brown and Levinson's theory (1987) Politeness Strategies. The result of this study was important to be aware that misunderstanding could still easily occur due to the absence of other communication cues in virtual 'faceless' communication. Therefore, this study showed that the overuse of profanity, ambiguous indirect strategy and failure to comply with the 140 character limits in Twitter are some of the reasons that might cause misfire to happen. This reaserch has difference with previous reaserch. That is from the object of the reaserch.

Related to the explanation above, to make it clear. There are similarity and difference between this research and some previous research. The similarity is about the theory, the theory that previous research and this research used was from Brown and Levinson (1987). While the difference between this study and previous research is about the object of the research. The researcher used positive politeness strategiy as an object of the research. And this object itself is an intersting object to analyze.

2.6 Theoritical Framework
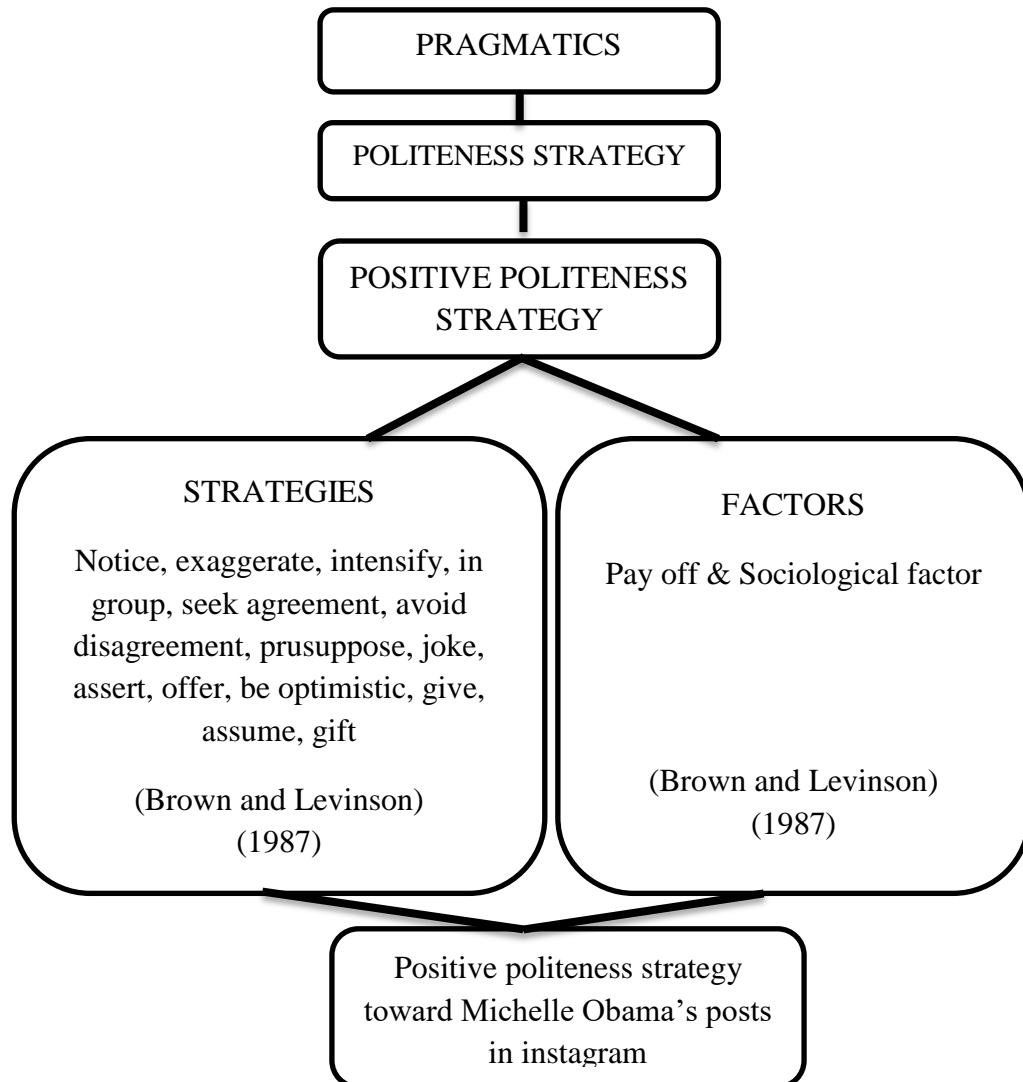
Figure 2.1 Theoretical Framework

The researcher analyzed about the meaning from utterance by the commentator in Michelle Obama's posts on Instagram by using pragmatics approach. Politeness strategy is a part of linguistics which is consist of positive politeness. In other words, to analyze the strategies and factors of positive politeness, the researcher used a theory from Brown and Levinson. The strategies and factors were found in Michelle Obama's posts in instagram.

CHAPTER III
METHOD OF RESEARCH

In this research, the researcher would discuss about the methodology of research used in the research. This is illustrates the method used in designing research, method of collecting data that would be inquired, method of analyzing data and the way of presenting the result analysis.

3.1   Research Design

In this research, the researcher used descriptive qualitative research, where the reseacher could describe entiretylly the used of positive politeness strategies by the commentators on Michelle Obama's posts in instagram. According to Arikunto as cited in Pangestuti (2015) states that qualitative research usually have an affairs with opinion, ideas and reasons. It means that qualitative research referred to the meaning and also referred to the concept of definition. Furthermore, in this research, used a qualitative method was used to analyze the positive politeness used by the commentator in column comment on Michelle Obama's posts on instagram.

3.2   Object of the Research

In this research, the object of the research was positive politeness used by the commentators on Michelle Obama's instagram. Positive politeness used by the commentators were interesting to analyze. It was because there were a lot of commentators used positive politeness by giving comment on Michelle Obama's

instagram. By using pragmatics, the researcher understand what the commentator intended on Michelle Obama's posts in Instagram and the researcher able to divided and analyzed the comment based on the theory of Brown and Levinson. Therefore, the researcher analyzed comments from commentators sites randomly.

3.3   Method of Collecting Data

According to Sudaryanto Sudaryanto (2015) state that there are two types of observation method. The first is the participant method and second is non-participant method. In this research, the researcher used non-participant observation method, because the researcher does not involve in the conversation as the data of the research. The researcher has selected comment on Michelle Obama's posts in Instagram. After selecting the comment, the researcher transcripted the comment on Michelle Obama's instagram. Then, the researcher choosed the commnet with the most appropriate comment to be analyzed.

3.4   Method of Analysing data

There was a type of analysis method in language research. According to Sudaryanto (2015) states that the pragmatic identity method is a method which has an affairs with the data that taken from any aspects out of language. Such as a partner of comment, speech and orthography. The reasercher fulfilled this method since the research was focused on the pragmatic phenomena that was happening on Michelle Obama's posts in Instagram which the commenatators gave some comment on Michelle Obama's posts in Instagram. As a result, the researcher used pragmatic identity method to analyzed the data that taken from the comment on Michelle Obama's posts in Instagram.

3.5   Method of Presenting Data

After analyzing the data, the next step was presenting the result analysis. According to Sudaryanto (2015) state that there are two methods of presenting the result analysis, they are informal and formal. In the formal method, the researcher used diagram, symbol, table, and number in presenting the result. While informal method was a method of presenting data by using words. It means that the finding analysis could be described by using words or sentence. In this research, the researcher presented the result by using informal method to present the analyzed data. The result was presented by using words or sentence to presenting the result of the analysis.