

## **POLITENESS STRATEGIES OF THE COMMENTS TOWARD TRUMP'S INSTAGRAM POST ON *INTERNATIONAL WOMEN'S DAY***

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### **Abstract**

The purpose of this study was to describe politeness strategies employed by the users to give comment toward Donald Trump's Instagram Post on *International Women's Day* and to explain the factors that influence the users to use the strategies. The researcher used the theory of politeness strategy by Brown and Levinson (1987). In this research, the researcher applied descriptive-qualitative method. Because this research is to more explain about the findings politeness strategies employed by the users to give comment toward Donald Trump's Instagram post. The data were taken from comment/utterance and source of data use document such Donald Trump Instagram Post. The instrument of this research is the researcher herself. Technique of collecting data use documentation method and technique of analysing data use data reduction, data display, and conclusion. Then, the researcher uses source triangulation to validate the data. The researcher asks lecturer who master in Linguistic as validator of source data triangulation. In this research, the researcher found positive politeness strategy is the highest strategy with total 276 (53%) data out of 525 data used by the users to give the comment toward Donald Trump's Instagram post on *International Women's Day*. The researcher also found social distance factor which factor is mostly influence the users used politeness strategy. It means when the users use social media to give comment, they want to show solidarity, treat the other users as a member of in-group, a friend, a person who are known and liked. So it can save the users and Donald Trump's face and can minimize the distance between the user and Donald Trump.

**Keywords:** politeness strategies, comments, *International Women's Day*, Instagram post

### **Introduction**

Nowadays, people express their language, feeling, and thoughts on the online media, such as Blogs, Twitters, Instagram, and Facebook. People are getting braver in expressing their language, feeling, and thoughts, particularly on social media such as Instagram.

In social media situation, the communication will be in different compared to face to face situation. Al-Shalawi's research (2001) about Politeness Strategies in Saudi ESL Computer-Mediated Communication assumes that the ways to achieve politeness in a language activity will be different from those in face-to-face communication because none or a minimum of prosody paralinguistic vocalizations, and kinesics are available in email. Thus, unlike the speakers in conventional face-to-face conversation, the users in social media cannot rely on intonation, gesture, or facial expression to help them present their ideas.

In *Cambridge Dictionary*, Instagram is defined as the name of social networking service for taking, changing, and sharing photographs and videos. It provides users way to capture and share their life moment and experience with friends and family through pictures and videos. Kaplan and Haenlein (2010) categorize Instagram into text-based communication for sharing of picture, videos, and other forms of media. Even, Svensson (2017) add Instagram is a platform that was center on uploading and sharing images and videos that may or may

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not textually be tagged with a caption and that followers may or may not comment on. So that, the users post photos/videos and followers can give comment or like on photos/videos uploaded. So that, the users post photos/videos and followers can give comment or like on photos/videos uploaded.

When we use social media such Instagram, sometimes, we share our respond or comment freely toward other users's Instagram post. Moreover, the users of social media when they give some comments it depends on the feelings or behaviors of the users of social media in expressing the word. Meanwhile, Dans ( in Maros & Rosli, 2017: 132) stated that the community become 'kind' in social media communication. Therefore, saving the face and using politeness strategies when giving comment are essential.

Brown & Levinson (1987) analysis, politeness involves us showing awareness of other face want in the interaction between speaker keeps and cooperate to respect face themselves. There are four strategies of human politeness based on Brown and Levinson theory. Those are bald on strategy, positive politeness strategy, negative politeness strategy, and off record strategy.

For instance, in the case of Donald Trump's Instagram post on *International Women's Day* there is comment from account *19mslola*. She writes sentence "action speak volumes" which indicates explicit utterance. She uses politeness strategy of off record strategy of "give hints". Give hints means the speaker says something that is not relevant explicitly and lets the hearer to find the interpretation of the possible relevance (Brown & Levinson 1987). Considering that phenomena, the researcher is interested to analyze the politeness strategies used by users to give comment toward Donald Trump's Instagram Post on *International Women's Day*.

### **Politeness Strategies**

Pragmatics refers to the study of relations between language context that are grammatically or encoded in the structure of a language (Levinson 198,9). In other words, pragmatics is the study about meanings of utterances depending on the contexts of situations which have relation with language.

Brown & Levinson (1987) argue 'face' is the public self-image that every member wants to claim for himself. He also argues that 'face' as notions of being embarrassed or losing face. Thus, the face is something that can be lost, maintained, and must be constantly attended to in interaction.

If a speaker says something that represents a threat to another individual's expectation regarding self-image, it is described as face threatening act (FTA). To anticipate it, the speaker uses the face-saving act (FSA) to lessen the possible threat, which gives the possibility that some actions might be interpreted as a threat to another's face. Thus, the speaker uses politeness strategies to saving the face from doing the FTA.

Face-threatening act (FTA) is saying something that represents a threat to another individual expectation of face (Yule 1996, 61). Meanwhile, Brown & Levinson (1987) stated that FTA is an act that damages the face of the addressee by acting in apposition of the desire of the other. The act is such orders and request, suggestions and advice, reminders, threats, warnings, dares, etc.

In Brown & Levinson (1987) analysis, politeness involves us showing awareness of other face want in the interaction between speaker keeps and cooperate to respect face themselves. In the other word, they view politeness as a complex system for softening face-threatening acts. Brown and Levinson (1987) employ certain strategies to minimize FTA, namely bald on record, negative politeness, positive politeness, and bald off a record

Bald on record is saying something directly address the other as a means of expressing the needs. There are eleven bald on record strategies, namely: maximum efficiency, metaphorical urgency for emphasis, metaphorical urgency for high valuation of the hearer's friendship, overcoming channel noise, Task-oriented/ paradigmatic form of instruction,

power difference between speaker and hearer (speaker is higher), sympathetic advice or warnings, permission that hearer has requested, welcoming, farewell, and offering.

Positive politeness is satisfying the addressee's positive face that their desire is in some respects similar to the addressee's wants. It is done by treating the person as a member of in-group, a friend, a person whose wants and personality traits are known and liked. There are fifteen strategies of positive politeness strategy, namely: notice, attend to hearer (his interest, wants, needs, goods), exaggerate (interest, approval, sympathy with hearer), intensify interest to the hearer in the speaker's contribution, use in-group identity markers, seek agreement, avoid disagreement, presuppose/rise/assert common ground, joke, assert or presuppose speaker's knowledge and concern for the hearer's wants, offer & promise, be optimistic, include both the speaker and the hearer in the activity, give (or ask for) reason, assume or assert reciprocity, give gifts to the hearer (goods, sympathy, understanding, cooperation).

Negative politeness strategy doesn't need to show solidarity but showing deference, need to be independent, more respect the importance of the other's time, and even include an apology in the interruption. Negative politeness strategy involves ten strategies, namely: be conventionally indirect, question, hedge, be pessimistic, minimize the imposition, give deference, apologize, impersonalize speaker and hearer (avoid the pronouns 'I' and 'you'), state the FTA as general rule, nominalize, go on record as incurring a debt or as not indebted to hearer.

Off record is a communicative act that is done by unclear speaker's communicative intention in order to give an impression that he does not do FTA or to avoid the responsibility for doing it and letting the hearer decide how to interpret it. Off record strategy involves fifteen strategies, namely: giving hints, giving association clues, presuppose, overstating, understating, using tautologies, using contradictions, being ironic, using metaphors, using rhetorical questions, being ambiguous, being vague, over-generalizing, displacing hearer, being incomplete, using ellipsis.

#### *Factors Influencing the Use of Politeness Strategy*

The employment of politeness strategy is influenced by several factors. There are factors that influence the speaker to employ positive politeness strategy. The factor is social circumstance. It divides into three, namely: relative power, social distance.

Power is the general point that we tend to use a greater degree of politeness with the people who have some power or authority over us than to those who do not. It is based on an asymmetric relation between the speaker and the hearer. In this factor, people have the lower and the higher power. In this research, the users actually have the lower power against Donald Trump as the President of America.

Meanwhile, social distance is based on the symmetric relation between the speaker and the hearer. You feel close to someone or you know him well because he is similar in terms of age or sex, then you will get closer to him and the distance rating will get smaller. As a result, you will not employ polite utterance when you ask him to do something. In contrast, you will employ polite utterance when you interact with a person whom you have not known well, such as a person who is older than you. In addition, Rosyidah & Sofwan (2017, 14) said that social distance relates to the positive politeness. Because the positive politeness is a strategy of a face-saving act which tends to show solidarity, emphasize that both speakers and hearers want the same thing, and they have a common goal (Yule 1996, 62). In the social media situation, such as Instagram, it happened because the users are in the same level no matter what they are. It causes they can do the face-threatening act (FTA) without need to worry.

#### **Social Media Communication**

The communication in social media situation is different. DeAndrea and Metzger (in Hyosun 2014, 6) stated that the online environment has created a communication method that is

quite different from a Face-to-Face (FTF) communication environment. They said that people communicate differently in online environments as opposed to face-to-face settings, in terms of use of language and social interactions, due to the lack of physical presence and flexibility in identity.

Meanwhile, In social media there are no social classes, just people who want to share the experiences, thought, ideas, and opinion as much as they want (Angraini & Damanhuri 2017). So that, online social can contact enabled long-distance relationship, allowing people to interact with friends without geographical and time constraints (McKenna & Bargh in Hyosun 2014).

#### *Politeness Strategies on Social Media Communication*

Moran & Ocker (in Harwood, 2017), in their reaserch about politeness theory for computer-mediated communication (CMC), argue that politeness usually entails ambiguity and too direct. Whereas, Li (in Harwood, 2017) also argue that politeness is often ambiguous and indirect and often need to clarity. She also claims that positive face strategies are used more often in CMS in order to foster, reciprocity and community. Beside, Chyiad (in Shanthi & Karappan, 2016) identified that politeness strategy in personal email is less formal and direct.

#### **Research Methodology**

This study focused on what kind of politeness strategies that was employed by the users to give comment toward Donald Trump's Instagram post on International Women's Day and what the factor that influence the users in choosing the politeness strategies. The researcher used descriptive-qualitative method because this research will employ more explanation about the findings. The data of this study are the comment (word, phrase, clause, or sentence) which contain politeness and the reseracher used documents as source of data. The researcher used Donald Trump's Instagram post as the source of data. It contained 4155 comments as the sources of data. In this research, the researcher is the instrument of data collection.

In this research, the researcher used documentation method to collect the data and some information by any sources in the libraries such as books, documents, magazines, notes, and the others. In technique of analyzing data, the researcher used Miles and Huberman's technique of analyzing data which include data reduction, data dispaly, and conclusion/verification. The researcher used source triangulation technique to validate the data. The researcher asks lecture who master in Linguistic as validator of source data triangulation.

#### **Politeness Strategies of the Comments toward Trump's Instagram Post on International Women's Day.**

##### *Bald on Record*

The users use bald on record to say the face threatening act (FTA) directly as a means of expressing the needs. The users when use bald on record is influenced of social distance factors. They consider that they have the same level or equal with the other users. Therefore they don't worry to impose Donald Trump's face.

The researcher found five strategies of bald on record. They are maximum efficiency, task oriented/ paradigmatic form of instruction, sympathetic advice or warnings, permission that hearer has requested, and offering. The researcher takes five strategies to be discussed.

##### Maximum efficiency

Maximum efficiency is a condition in which the speakers emphasize the efficiency of communication in urgency situation. Face damage is not required when maximum efficiency is used among speaker and hearer, and this is mutually known to both the speaker and the hearer.

DT : I have tremendous respect for women and the many roles they serve that are vital to the fabric of our society and our economy. I have tremendous respect for women and the fabric of our society and our economy.

B66 : *just stop*

B66 shows her disappointed feeling by giving imperative comment directly toward Donald Trump (DT)'s post. In this context the relation between B66 and DT is the same level or equal. The comments above shows that Bonq66 employs maximum efficiency strategy. In doing the face threatening act (FTA), B66 does not need face redress because she emphasize the efficiency in giving comment. It will be efficient because it causes a direct effect to the hearer. B66 employs this strategy because she is influenced by the factor of social distance. She can give comment directly because he has same level with the other users. In addition, he use this strategy for efficiency in giving comment. Therefore he doesn't worry to impose Donald Trump's face.

Task oriented/ paradigmatic form of instruction

Bald on record strategy is used when the focus of interaction is task-oriented. So, face damage is not important for speaker.

HE : you don't get anything accomplished by being lazy and not going to work. *Show men that you are equal to them not the opposite*

HE criticizes Donald Trump by using command to show the real action as a proof that Donald Trump can treat women equally. In this context the relation between HE and Donald Trump is the same level or equal. In doing face threatening act), HE does not need face redress because the focus of interaction is task-oriented. She gives comment by showing the purpose and expressing the needs directly. It has a purpose to give direct effect to DT in order to understand what she wants. HE employs this strategy because she is influenced by the factor of social distance. She can give comment directly because he has same level with the other users. In addition, he use this strategy for purpose to impact direct effect to DT. So that, she doesn't lose her face when saying directly.

Sympathetic advice or warnings

Brown and Levinson (1987:98) state that in doing the advice or warning, the speaker conveys that he or she does care about the hearer, so that no damage is required.

AYG : *and the feminist says he is bad to women*

AYG aims to give warning to the other users that DT is bad to women. In this context the relation between AYG and the other users is the same level or equal as the user's of Instagram. In doing the face threatening act AYG does not need face redress because it is done in users's interest. He gives advice or warning in representative form directly. Besides, he thinks that the readers ought to do some act. He gives advice or warning by giving the fact that based on feminists, DT is bad to women. Therefore, this strategy may be bald on record because it says something directly as a means of expressing the needs and does not need face redress. AYG employs this strategy because he is influenced by the factor of social distance. He can give comment directly because he has same level with the other users. In addition, he use this strategy for the other user's interest. Therefore he doesn't worry to impose the other users face.

Permission that hearer has requested

Brown and Levinson (1987:98) states bald on record is used in the situation of accepting permission for something that the hearer has requested.

RBP14 : *sure u do*

RBP14 aims to give permission toward DT for respecting women. In this context the relation between RBP14 and DT is the same level or equal. RBP14 gives permission directly as a means of expressing the needs. Therefore, In doing the face threatening act (FTA), Therealblackpanther14 does not need face redress to give permission. He is influenced by the factor of social distance. He can give comment directly because he think that in social media all of the Instagram's users are the same level or equal. So that, he does not need face redress when saying permission directly.

#### Offering

Bald on record is used when speaker offers something to hearer. Brown and Levinson (1987:99) states offering can cause imposing the speaker's negative face.

EC : *you should make this a holiday.*

EC suggests Donald Trump by giving command to make offering that *International Women's Day* should be a holiday. In this context the relation between EC and Donald Trump is the same level or equal. In doing the face threatening act, he does not need face redress to expressing the needs directly. Therefore, this strategy is bald on record because it says something directly as a means of expressing the needs and does not need face redress. EC employs this strategy because he is influenced by the factor of social distance. He can give comment directly because he think that in social media all of the Instagram's users are the same level or equal. So that, he does not need face redress when saying offering directly.

#### Positive Politeness

The users use positive politeness strategy to minimize the distance between the users and Donald Trump by showing solidarity, treat Donald Trump as a member of in-group, a friend, and person who known and liked. The users when use positive politeness is influenced by social distance factors.

The researcher found 13 from 15 strategies of positive politeness strategies. They are notice/attend to hearer, exaggerate, intensify interest to the hearer in the speaker's contribution, use in-group identity makers, seek agreement, avoid disagreement, presuppose/rise/assert common ground, assert or presuppose speaker's knowledge and concern for hearer's wants, be optimistic, include both speaker and hearer in the activity, give (or ask) for reason, assume or assert reciprocity, and give gifts to hearer. The researcher takes five strategies to be discussed.

Notice, attend to hearer (his interest, wants, needs, goods)

The speaker should take notice of the hearer's condition. The other word, the hearer wants speaker to notice and approve it.

DH17: *Trump has respect and he has made so many job opportunities.*

DH17 notices DT that DT respects women and makes so many job opportunities. In this context DH17 has high social distance with Donald Trump. His social status is different than Donald Trump as President of America. In using the face threatening act, DH17 tries to notice and approve toward Donald Trump for respecting and making so many job opportunities that is conveyed through Instagram's post. This strategy can save Donald Trump's positive face. He employs this strategy because he is influenced by the factor of social distance. He uses this strategy because he considers that he has different social status than Donald Trump's as President of America. Therefore, he notice and approve Donald Trump to show solidarity, treat Donald Trump as a member of in-group, a friend, and person who known and liked.

Exaggerate (interest, approval, sympathy with hearer)

This strategy is often conducted with exaggerate intonation, stress, and other aspects of prosodic.

GS : *i'm very proud of you Mr. President, and i'm proud of our country. You are doing an impressive job! Much more than expected.*

GS praise DT by exeggerating him. She thinks that DT respecting women is the impresive job that ever done by him. She feels proud of DT. In this context *Graphicstia* has high social distance with DT. The word "Much more than expected" indicates exaggeration. It shows that GS saves DT's positive face. Besides, GS wants to satisfy DT's face. GS shows that she likes the same kind that DT likes and she wants what DT wants. She employs this strategy because she is influenced by the factor of social distance. Therefore, she uses exaggerate to show solidarity, treat DT as a member of in-group, a friend, and person who known and liked.

Intensify interest to the hearer

The speaker may intensify the interest of his own contribution, by making a good story and use tag questions or expressions that draw Hearer as a participant into the conversation, such as 'you know?', 'isn't it?', etc.

RMN : *OMG!! I choked a little when i read this... what a coplete joke. You know @realdonaldtrump there is more to respecting woman than just saying you do on twitter.*

RMN criticizes DT that there is more ways to respecting woman than just saying it on social media. In this context RMN has high social distance with DT. His social status is different than DT as President of America. He criticizes by intensifying Donald Trump into the topic being discussed by saying "you know". Using tag questions or expressions, such as "you know", it shows that RMN involves DT as a participant into the conversation. By involving DT into the conversation, RMN can minimize FTA such as criticism. He employs this strategy because he is influenced by the factor of social distance. Therefore, he uses this strategy in giving criticism in order to minimize the distance between them. Besides, he can be indicated showing solidarity, treating DT as a member of in-group, a friend, and person who known and liked.

Use in-group identity makers

Using in-group identity markers, the speaker can use this strategy by using address from such as *mate, buddy, honey, dear, duckie, luv, babe, Mom, blondie, brother, sister, cutie, sweetherat, guys, fellas.*

BP: you wish *buddy*

BP shows expressions of disapproval toward DT offers about respecting women and joining for honoring the critical role of women. In this context BP has high social distance with DT. His social status is different than DT as President of America. In doing the face threatening act (FTA), BP use address form "buddy" as in-group identity makers. He applies this strategy to show intimacy, closeness, and solidarity to DT. Besides, it is used to soften the expression of disapproval. He employs this strategy because he is influenced by factor of social distance. He wants to show solidarity by using address form "buddy". He uses this strategy in showing expressions of disapproval in order to minimize the distance between them. Besides, he can be indicated showing solidarity, treating DT as a member of in-group, a friend, and person who known and liked.



Give gifts to the hearer (good, sympathy, understanding, cooperation, and so on)

This strategy aims to satisfy some of hearer's wants. The speaker knows some of hearer's wants and wants them to be fulfilled, the wants such as admred, cared about, understood, listened to, and so on.

CBC : *thank you*

CBC says thanks to DT. In this context she has distance with DT because she has different social status with him. So that, she must respect and save DT's face. In this strategy CBC gives appreciation to DT by saying "thank you" for respecting women. She employs this strategy because she is influenced by factor of social distance. She considers DT has higher social status as President of America than her. Therefore, she uses this strategy in order to minimize the distance and fullfil DT's wants by giving thanks to DT. Besides, she can be indicated respecting DT, showing solidarity, treating DT as a member of in-group, a friend, and person who known and liked.

### *Negative Politeness*

The users use negative politeness to respect and show deference toward Donald Trump. The users when use negative politeness is influenced of relative power factors. Because They consider Donald has higher social status as President of America.

The researcher found 7 from 10 strategies of negative politeness strategies. They are be conventionally indirect, question or hedge, be pessimistic, minimize the imposition, give deference, apologize, and state the FTA as general rule. The researcher takes five strategies to be discussed.

Be conventionally indirect

The speaker tends to get the hearer to do his intention by letting him to interpret the speaker's intention based on the conventionally inderectness of the directive illocutionary acts.

YG : if you had respect for them, *why are you bragging about grabbing things?*

YG shows his disappointed feeling by giving criticize toward DT's attitude. She doubts that DT respects women because of his sexist statement in the past time. In this context she has different social status with DT. So that, she must respect and save DT's face. She does the face threatening act by applying conventionally indirect strategy and using innocent question provoked by curiosity "why are you bragging about grabbing things?". YG believes that this strategy is better than directly uttering criticism. YG employs this strategy because she is influenced by factor of relative power. She considers DT has higher social status as President of America than her. Therefore, she uses this strategy in order to respect and show deference toward DT's negative face by criticizing indirectly.

Question or hedge

This is a strategy that can be used by the speaker by including hedge. Hedge is a particle, word, or phrase that imply more true and complete than perhaps might be expected.

MH : *i think* your account has been hacked

MH implies that she does not believe that DT tells to respect women. In this context she has different social status with DT. So that, she must respect and save DT's face. She does the face threatening act by applying question or hedge strategy by saying "i think your account has been hacked". Using this strategy, MH is not taking full of responsibility for the truth of his utterance. She avoids damaging DT's negative face by not assuming that DT wants to cooperate. She employs this strategy because she is influenced by factor of relative power. She considers DT has higher social status as President of America than her.

Therefore, she uses this strategy in order to respect and show deference toward DT's negative face.

Be pessimistic

This strategy gives redress the hearer negative face by explicitly expressing doubt that the situation for the appropriateness of speaker's speech acts obtain.

EN : *if only the president of our country could find a way to respect women everyday.*

EN asks DT indirectly to respect women everyday by being pessimistic. In this context she has different social status with DT. So that, she must respect and save DT's face. She does the face threatening act (FTA) by applying be pessimistic strategy and using 'if clause'. EN is pessimistic with DT's way to solve the many cases of women inequality. It indicates that DT doesn't respect women. Therefore, she guesses DT could find a way to respect women everyday. Moreover, it also indicates request indirectly to respect women and solve the problem. She employs this strategy because she is influenced by factor of relative power. She considers DT has higher social status as President of America than her. Therefore, she uses this strategy in order to respect and show deference toward DT's negative face.

Minimize the imposition

The speaker says indirectly to minimize the imposition.

CR : *it was just something our government thought. they could put you down with.*

CR does not like government's thought and gives warning to the other netizen that government's thought could put their down. In this context he has different social status with DT. So that, he must respect and save DT's face. He does the face threatening act (FTA) by applying minimize the imposition and saying "it was *just* something our government thought". The use of 'just' can minimize the imposition of FTA. He use 'just' in his utterance in order to minimize the dislike toward government thought. He employs this strategy because he is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, she uses this strategy in order to respect and show deference toward DT's negative face.

Give deference

In using this strategy, the hearer's status is higher than the speaker's.

TG : *thank you sir!*

TG says thankful to DT. In this context she has different social status with DT. So that, she must respect and save DT's face. She does the face threatening act (FTA) by using the word 'sir' as an indication of giving deference. DT has higher social status as President of America than TG. Therefore, TG uses word 'sir' as a honor to DT. She employs this strategy because he is influenced by factor of relative power. One of the relative power factor that influenced people being polite is social status in society.

*Off Record*

The users use off record save Donald Trump's face by doing FTA indirectly and just let Donald Trump decide how to interpret it. The users when use negative politeness is influenced of relative power factors. Because They consider Donald has higher social status as President of America. So that, they must respect and save Donald Trump's face.

The researcher found 13 from 15 strategies of off record strategies. They are give hints, give association clues, presuppose, understate, overstate, use tautologies, use contradiction, be ironic, use metaphors, use rhetorical question, be ambiguous, be vague, and be incomplete. The researcher takes five strategies to be discussed.

### Give hints

Give hints means the speaker saying something that is not relevant explicitly and lets the hearer to find the interpretation of the possible relevance.

LA : *what a joke*

LA shows his disappointed feeling by saying something that is not explicitly relevant. The utterance “what a joke” indicates he gives criticism to DT that he feels disappointed and assumes this post is lie. In this context she has different social status with DT. So that, she must respect and save DT’s face. The comment above shows LA uses off record strategy “give hint” for giving criticism. He lets DT to find for an interpretation of *Lazyascent’s* utterance. Using this strategy, he does not damage DT’s face directly. She employs this strategy because he is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, he uses this strategy in order to save DT’s face by doing FTA indirectly and just let DT decide how to interpret it.

### Give association clues

Giving association clues is done by mentioning something associated with the act of hearer. The speaker gives the clues that have the relation between the speaker’s and the hearer’s knowledge.

DM5 : *men and women are not equal.*

DM5 thinks that certainly women have the important role in society and economy, but men and women are not equal in various aspect. In this context he has different social status with DT. So that, he must respect and save DT’s face. The comment above shows DM5 uses off record strategy “give association clues”. The utterance “men and women are not equal” may be used to convey request to make equality between man and women. He gives clue by mentioning something associated with the DT’s act. He employs this strategy because he is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, he uses this strategy in order to save DT’s face by doing FTA indirectly and just let DT decide how to interpret it.

### Presuppose

Speaker presupposes that he has done it before and therefore may implicate a criticism. It forces the hearer to search for the relevance of the presupposed prior event.

SK : glad to see that *at least* first President recognized international women’s day!!!.

SK give criticism by giving phrase “at least” toward DT. In this context he has different social status with DT. So that, he must respect and save DT’s face. The comment above shows SK uses off record strategy “presuppose”. He presupposes that DT does something for *International Women’s Day*. He uses contrastive stress “at least” which carries a criticism. He employs this strategy because he is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, he uses this strategy in order to save DT’s face by doing FTA indirectly and just let DT decide how to interpret it.

### Understate

Understatement in off record strategy is one way of generating implicatures by saying less than it is required. It is like a criticism.

CM : *your behavior does not suggest that you respect women.* Hypocrite

CM indicates that he doesn’t like DT’s attitude, personal, or characteristics. The utterance “your behavior does not suggest that you respect women” was not looked like she insult DT. That utterance could be mean “your behavior is bad”, or another interpretation. In

this context he has different social status with DT. So that, he must respect and save DT's face. The comment above shows CM uses off record strategy "understate" for giving insult. This strategy is one way of generating implicatures by saying less than is required. In addition, it could minimize the FTA that CM do, so it does not threaten DT's face. He employs this strategy because she is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, he uses this strategy in order to save DT's face by doing FTA indirectly and just let DT decide how to interpret it.

Be ironic

This strategy can be applied by saying the opposite of what the speaker means.

KV : *nice joke*

KV give criticism by saying indirectly to DT. In this context he has different social status with DT. So that, he must respect and save DT's face. He says the opposite of what he means. He says "nice joke" in the comment that has opposite with what he means. That utterance actually means that he criticizes DT. in addition, He thinks that says "nice joke" is better than says bad comment directly. He employs this strategy because he is influenced by factor of relative power. He considers DT has higher social status as President of America than him. Therefore, he uses this strategy in order to save DT's face by doing FTA indirectly and just let DT decide how to interpret it.

### **Factors Influencing the Use of Politeness Strategies**

#### *Social Distance*

In this research, the researcher found social distance influence the users using bald on record and positive politeness strategy. First, social distance factor influence the users used bald on record. Social distance refers to the relationship between speaker and hearer. The relationship between the users and Donald Trump is equal. Because in social media situation all of the Instagram's user is the same level or equal. Thus, there is no need face redress in doing FTA directly. Second, social distance factor also influence the users used positive politeness strategy. The relationship between the users and Donald Trump is high social distance. The users uses positive politeness in order to minimize the distance by showing solidarity, treating Donald Trump as a member of in-group, a friend, and person who known and liked. So that, the users can do FTA without any worry to impose Donald Trump's face.

#### *Relative Power*

The researcher found factor of relative power influence the users use negative politeness strategy and off record strategy. First, relative power factor influence the users used negative politeness. Relative power refers to the social status relationship between speaker and hearer. The users has lower power than Donald Trump as President of America. Therefore, she use negative politeness in order to respect and show deference toward Donald Trump. Second, relative power also influence the users used off record strategy. The users has lower power than Donald Trump as President of America. They do FTA by saying indirectly. So, it doesn't damage Donald Trump's face directly because this strategy let Donald Trump's decide how to interpret it.

### **Discussion**

This research had purpose to describe the kinds of politeness strategies and the factor influence the user to give comment. The research was conducted to 525 in the comment of Donald Trump's Instagram post on International Women's Day. The finding of data analysis showed the percentage of positive politeness is the highest strategy with total 276 (53%) data out of 525 data employed by the users and the most-used of positive politeness strategy is strategy of 'gift give to hearer'. It is happened because the users use this strategy to fulfill some of Donald Trump's wants. The users knows some of Donald Trump's wants, the wants

such as admired, understood, cared about, listened to, be liked, and so on. So that, the users can minimize the distance toward Donald Trump.

Besides, off record strategy is the second highest strategy with total 113 (21%) data out of 525 data and the most-used of off record strategy is strategy of 'give hint and be ironic'. It was happened because the users do the face threatening act (FTA) such as criticism indirectly by saying something that is not explicitly relevant and something that opposite of what the users means. Thus, the users invite Donald Trump decide how to interpret the users's comment.

Then, negative politeness strategy is the third highest strategy with total 96 (18%) data out of 525 data and the most-used of negative politeness strategy is strategy of 'give deference'. It was happened because the users show deference, respect, and independent by using the word 'sir' and 'Mr President' in doing FTA.

Bald on record is the fourth highest strategy with total 40 (8%) data out of 525 data and the most-used of bald on record strategy is strategy of 'sympathetic advice and warning'. It was happened because the users use this strategy to show expressing sympathetic advice or warnings directly to hearer. In giving sympathetic advice or warning the users care about the hearer, so that the users do not think positive and negative face of the hearer.

Meanwhile, the comment produced by the users in the comment of Donald Trump's Instagram post on *International Womens Day* is determined by politeness factors, which are social distance and relative power. Social distance was found more in bald on record and positive politeness strategy. First, the researcher found the social distance factor in bald on record strategy. In the social media context, the users consider that all of Instagram's users is the same level or equal as the user's of Instagram. Therefore, they can give comment directly because they think that in social media all of the Instagram's users are the same level or equal. So that, they doesn't lose their face when saying directly. Second, the researcher also found the social distance factor in positive politeness strategy. In this context the users has distance with Donald Trump. Their social status is different from Donald Trump as President of America. Therefore, they treat Donald Trump as a member of in-group, a friend, and person who known and liked in order to show solidarity, and some respect similar to the addressee's wants. So, it also can minimize the distance between them.

Meanwhile, relative power was found more in negative politeness and off record. First, the researcher found the relative power factor influence the users use negative politeness strategy. In this context the users considers Donald Trump has higher social status as President of America than them. Therefore, they uses this strategy in order to respect and show deference toward Donald Trump's negative face by saying FTA politely. Second, The researcher also found the relative power factor influence the users use off record strategy. In this context the user considers Donald Trump has higher social status as President of America than them. Therefore, they uses this strategy in order to save Donald Trump's face by doing FTA indirectly and just let Donald Trump decide how to interpret it.

## Conclusions

Based on the data analysis, there were five bald on record strategies, thirteen positive politeness strategies, seven negative politeness strategies, and thirteen off record strategies performed in the comments. Therefore, there were thirty eight strategies of politeness performed in the comments of Donald Trump's Instagram post on *International Womens Day*. Based on the data analysis, positive politeness strategy is the highest data of politeness strategy with total 276 data out of 525 data with a percentage of 53%. Based on the data analysis the strategy 'give gift to the hearer' is the most-used by the users. It is happened because the users use this strategy to fulfill some of Donald Trump's wants. The users knows some of Donald Trump's wants, the wants such as admired, understood, cared about, listened to, be liked, and so on. The users have desire to show solidarity, have a common

goal with Donald Trump and treat Donald Trump as a member of in-group and friend. So that, the users can minimize the distance toward Donald Trump.

Employing positive politeness strategy can not be separated from the factor that influence the users giving comment on Instagram. Factor of social distance is one of factor that influence the users deciding to use positive politeness. The users have different social status with Donald Trump as President of America. So, they must respect and save Donald Trump's face.

It can be concluded that when the users use social media, they decide to use positive politeness strategy. They want to show solidarity, treat the other users as a member of in-group, a friend, a person who are known and liked. So that, it can save the speaker and the hearer's face. Even, the speaker can minimize the distance between the speaker and hearer. It is supported by Anggraini & Damanhuri (2017) stated in social media there are no social classes, just people who want to share the experiences, thought, ideas, and opinion as much as they want. It indicates the Instagram's users are the same level or equal no matter what they are. Maintaining the other Instagram's users face is needed in order to make the comment runs well and smoothly.

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