

Politeness Strategy Used by Indonesian Netizens and Anies Baswedan's Twitter and Instagram Account

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ABSTRACT

This study aims to analyze the politeness strategy produced by Indonesian Netizens on Anies Baswedan's Twitter and Instagram accounts. The research design of this study is qualitative. The data of this research collected from netizens' comments on Twitter and Instagram accounts. The data collection of this research are observing and documenting. To get the data, the researcher used screenshot comment from Anies Baswedan's Twitter and Instagram account. It can be conclude that, the comments of Indonesian netizens on Anies Baswedan's Twitter and Instagram accounts, four Politeness Strategies were used: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In Twitter accounts, there were 35 (33,65%) comments. In total, there were 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, 9 (25,71%) Negative Politeness, and 11 (31,42%) Off Record. While in Instagram account there were 69 (66,34%) comments. In total, the non-comments were used in Bald on Record, 36 (52,17%) Positive Politeness, 22 (31,88%) Negative Politeness, and 11 (15,94%) Off Records. Positive Politeness Strategy was more frequently used when commenting on Anies Baswedan's Twitter and Instagram accounts.

Key Words: Politeness strategy, Twitter and Instagram account

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi kesantunan yang dihasilkan oleh netizen Indonesia di Akun Twitter dan Instagram Anies Baswedan.. Desain penelitian dalam penelitian ini adalah desain kualitatif. Data penelitian ini adalah komentar yang diambil dari akun Twitter dan Instagram Anies Baswedan. Pengumpulan data dalam penelitian ini adalah observasi dan dokumentasi. Untuk memperoleh data, peneliti mengumpulkan komentar dari akun Twitter dan Instagram Anies Baswedan. Dari hasil analisis dapat disimpulkan bahwa dalam komentar netizen Indonesia di akun twitter dan instagram Anies Baswedan digunakan empat Strategi Kesopanan. Ada Bald on Record, Positive Politeness, Negative Politeness, dan Off Record. Di akun twitter terdapat 35 (33,65%) komentar. Total ada 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, 9 (25,71%) Negative Politeness, dan 11 (31,42%) Off Record. Sedangkan di akun Instagram terdapat 69 (66,34%) komentar. Secara total, tidak ada komentar di Bald on Record, 36 (52,17%) Positive Politeness, 22 (31,88%) Negative Politeness, dan 11 (15,94%) Off Records. Dari analisis tersebut, peneliti menemukan Positive Politeness Strategy adalah yang sering digunakan netizen saat mengomentari akun Twitter dan Instagram Anies Baswedan.

Kata Kunci: Strategi kesopanan, akun twitter dan Instagram

INTRODUCTION

As social beings, humans always interact with humans. One form of interaction that is carried out is communicating. Badudu (1989:54) stated that in communicating, language is a tool used by humans to understand each other and understand the intent to be conveyed from the source of the message to the message recipient. Kurniawan (2012:37) stated that meaning conveyed from language can be in the form of ideas, ideas, thoughts, opinions, or feelings.

Humans definitely need language in communicating. One of the means to convey messages and desires to others is to use language. Stated Widhiarso (2005: 127), one of the limitless media that presents everything in it is called language, which can be understood by humans, where language functions to understand one another. Therefore, according to Griffin (2012:65) communication is a process where a relational process creates and interprets messages that cause a response. Therefore from that we can conclude that the language is needed by everyone to communicate

Nowadays, communication is not only done directly, there are many media that can be used for communication, such as letters, Facebook, Twitter and other social media tools. The benefit of learning language through pragmatics is that a person can talk

about the meaning that people mean, their assumptions about their intentions or their goals that they show when they are talking, with the aim of reducing the risk of misunderstanding between the speaker and the listener.

Brown and Levinson (1987) cited from Bublitz (2011:132) politeness is one of the phenomena found in daily communication. One of the studies of linguistics whose theory is pragmatic is called politeness. Language is given the status of a sociocultural construct that is used strategically by rational language users in context, considering the possible effects of perlocution that their speech might trigger with respect to negative and positive politeness.

Politeness is used to understand speech in society. In communicating, people need to know how to talk to other people in order to sound good. Therefore, people need to use politeness strategies to get a good response from their listeners. Usually this strategy is used to avoid conflict, as well as to maintain soft and harmonious interpersonal relationships about Spencer-Oatey's social suitability (2000:280). When we use strategies of politeness to express, it means to respect each other and reduce misunderstandings. Other ways to avoid misunderstandings that occur in interactions, mainly in civilization, is to show politeness

or a kind attitude to others. The politeness shown in certain cultures can reduce the distraction it creates in social interactions. Politeness can not only be found in daily interactions, but can also be found in other interactions such as talk shows, movies, story books, and people's comments on social media accounts such as Twitter and Instagram

As we know, Instagram and Twitter account is a kind of social media that show like picture and caption and comment of people that saw. This research was focused on politeness strategies used by netizens on Anies Baswedan's Twitter and Instagram accounts.

Anies Baswedan is one of the politicians' Twitter and Instagram accounts that analyzed. Anies Baswedan is an educational academic and also an Indonesian politician who served as the governor of Jakarta. I chose Anies Baswedan because the researcher thinks that Anies Baswedan is one of the Indonesian Politician figures who have a great influence on society, and it's well known to the public through programs created before the Governor of Jakarta, such as "*Gerakan Indonesia Mengajar*" and other programs. He is quite active on social media, especially Twitter and Instagram. He often posted about political activities, government, and sometimes even some of them often reply to comments from their followers on

Twitter and Instagram. Therefore the researcher is using Anies Baswedan's Twitter and Instagram account because certainly many netizens are responding well to post of Anies Baswedan on Instagram and Twitter account.

There are some research related to Politeness Strategy was conducted by Putri (2019), In this research, she uses Politeness Theory (Brown and Levinson, 1978). The aims of this research are to analyze the types of Politeness Strategies used in Oprah Winfrey's talk show script with Ricky Martin as the guest star and to analyze the factor that might influence the choice of the strategies used by Oprah Winfrey. The result of this research is that the writer finds Bald on Record, 10 types of Positive Politeness, 4 types of Negative Politeness, 5 types of Off record. Yunisa Ammaida (2020) research whether the Politeness Strategy to Comment on Trump's Instagram Post on World Women's Day the researcher focuses on what politeness strategies are used by users to comment on Donald Trump's Instagram post about World Women's Day and what factors influence users in choosing these politeness strategies. Furthermore, Indra Perdana (2020) research whether student language manners in comments on caption of Instagram In this study, researchers classified and analyzed comments from the researchers' own Instagram accounts.

Moreover, Maros (2017) conducted a research entitled *Politeness Strategies in Twitter Updates of Female English Language Studies Malaysian Undergraduates*. She found that Positive politeness is found to be the most frequently used politeness strategy by female Twitter users due to the nature of CMC which promotes interpersonal communication and expression among users. It is then followed by bald-on record, off record and lastly negative politeness strategy. Bald on record is the second top due to the 140-character limit of Twitter that persuades the users to be direct and profanities are found the most under this strategy.

Other research related to Politeness Strategies was conducted by Nailah (2016) with the title *Politeness Strategies Used by the Main Characters in Transformer: Age of Extinction Movie*. In this research the writer use descriptive qualitative to analyzed the data because this studies describe politeness of the main character in Transformer movie based on theory Brown and Levinson. The data for data analysis is collected from one movie. Before the research, Febriana Pangestuti (2015) aims to analyze the politeness strategies used by Deddy Corbuzier in *Interviewing Entertainers and Non-Entertainers in the Black and White Talk Show*, the purpose of this study is to explain the types of politeness strategies

used by deddy Corbuzier in interviewing artists and non-artist guests, to explain the differences between the politeness strategies used by Deddy Corbuzier in the interview and to explain the reasons for choosing these strategies. Thus, Cahyono (2018), whose research aims to analyze Donald Trump's immodesty strategy used from his posts on Twitter. Researchers adopt sociolinguistic studies that emerge from the perspective of Scollon (2001) on immodesty and power to design research. The data is in the form of Trump's tweets about international politics. There are 20 data in the form of tweets containing 55 rude comments posted in tweets to attack other countries.

Based on the description above, the researcher supports all of the previous studies that the researchers mentioned. Researchers look at and try to conduct research studies in Politeness Strategies. This research was conducted to determine the politeness strategies used in the comments on Anies Baswedan's Twitter and Instagram accounts and the reasons they used these strategies. The novelty aspect makes my research different from previous researchers because it focuses on one of the posts by Anies Baswedan which discusses "*Perayaan Hari Air Sedunia*"

The researcher formulated three question in this study. The first What types of strategies of politeness are used on

Indonesian netizens on Anies Baswedan's Twitter and Instagram account. Secondly What is the dominant type of Indonesian netijens on Anies Baswedan's Twitter and Instagram account. Thirdly Which account mostly uses the politeness strategy, Twitter or Instagram account?. There are some research objectives. The first To describe the kinds of politeness strategies used by Indonesian netizens in Twitter and Instagram account. The second to know the dominant type of the politeness strategies that used on Indonesian netizens on Twitter and Instagram account. The third to find out which one is using more of the politeness strategy, Twitter or instagram?

METHODOLOGY

Concerning the objective of the study, the researcher used a descriptive qualitative method. Bogdan and Biken (1992:30) said that qualitative research is descriptive, meaning that the data collected is in the form of words or pictures, not numbers. The object of the qualitative method is content analysis can be all sort of recorded communication materials analyzed can be textbooks, newspaper, web pages, transcript of the interview, speeches, television programs, advertisement, musical compositions or other type documents. The place of research is conducted in Twitter and Instagram main web platform at

www.twitter.com and www.instagram.com and generally conducted from a laptop using Internet Explorer and Twitter application for Android.

The data of this research are use words, phrase, sentences that use a comment on Instagram and Twitter account and the source of data will be collect from Instagram and Twitter account. The researcher will take comments from netizens on Anies Baswedan's Instagram and Twitter which are written within one week.

In collecting data, the writer applied the supporting instrument to collect the data are observation and documentation. According to Muliawan (2014: 93), there is the most popular technique used in research, namely: observation, documentation, and communication. This research, the researcher used several methods in collecting data namely; observations and documentation.

In research, data is very important in terms of phenomena or numbers. From the data, the researcher will know the result of the research. Collecting the data must be relevant to the problem of research. The data in this study were qualitative descriptive data and used qualitative data procedures for data analysis. Firstly, the researcher logged in to his Twitter Instagram account. Second, researchers follow the Twitter and Instagram

accounts of Indonesian politicians such as Anies Baswedan. Thirdly, read and collect the comment that used strategy of politeness. And lastly write down all the strategies of politeness used in the comments.

According to Miles and Huberman (1994: 10) data analysis is divided into three simultaneous streams of activity, namely data reduction, data presentation, and conclusion / verification.

FINDING AND DISCUSSION

Findings

The data of this research were collected from Indonesian Netizens on Anies Baswedan's Twitter and Instagram accounts. The researcher focused one topic about "Merayakan Hari Air Sedunia Bersama Jajaran Pemprov DKI Jakarta" which has been posted by Anies Baswedan on Twitter and Instagram. The researcher takes the netizen's comments on the post which are included in the politeness strategy within one week.

In analysis the data, must be divided into 3 points. Firstly, the analysis of politeness strategy used by Indonesian netizens, secondly is analysis the dominant type used by Indonesian netizens, and the thirdly is analysis account mostly of politeness strategy used by Indonesian netizens.

Data analysis of Politeness Strategy Used by Indonesian Netizens on Anies Baswedan Twitter

1. Bold On Record Strategy

(1) @ferdian nuur : 22 maret : hari air sedunia

The utterance is included in the bald on record strategy because the speech shows that the speaker is giving an alert to something about what is being discussed with the other person. In bald on record, strategy describes the situation as an emergency, task-oriented, request, and alerting.

2. Positive Politeness Strategy

1). Strategy 2: Exaggerate

(1) @Alfito: Pak Anies Kereeeeeeeennn....

This comment is a kind of positive politeness strategy, Exaggerate. Because in this second strategy describes the expression of someone who shows interest in something. Seen that the word "keren" is an expression that shows interest in something that is expressed by the other person.

3. Negative Politeness Strategy

1). Strategy 1: Be conventionally indirect

(1) @purnomo sikas: pak tolong ditertibkan bangunan semi permanen di bantaran kali ciliwung daerah mangarai pak...

The statement above is negative politeness strategy 1, based on the word "sir, please control the buildings" the utterance

was made indirectly and made like order as explained in this first strategy. Express it indirectly according to the convention, like making orders.

2). Strategy 3: Be pessimistic

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

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

3). Strategy 5: Give deference

(1) @muksin: sehat selalu ya pak Anies. Amin...

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

4). Strategy 8: Declare the FTA as a general rule

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

The comment above is negative for politenes, strategy 8, based on the word "kok hari air sedunia diperingati sementara persoalan air gak pernah diselesaikan" because in that utterance the speaker carries out an FTA which shows that the utterance

determines a provision that applies to the public.

2. Of Record Politeness

1). Strategy 7: Use contradiction

(1) @PKI sih manggil aku ka: pa, jangan mau sama prabowo ya pak.

The comments made by the @PKI sih manggil aku ka, off record politeness, strategy 7, based on the word " pa,, jangan mau sama prabowo ya pak." contradicting speech and the speaker shows that he cannot say which actually and hope the other person is talking to.

2). Strategy 8: Be ironic

(1) @pecandu kopi: beneran kerja? memegang pacul aja salah, biasalah numpang poto.

Based on the utterance above, it is off record, strategy 8 (be ironic), based on the word "beneran kerja ? memegang pacul aja salah, biasalah numpang poto.", all the words refer to the ironic part, the speaker shows an expression of his dislike for the interlocutor by using softened speech.

3). Strategy 9: Use metaphors

(1) @monica elka: jakarta makin hijau

In the comments made by the @monica elka's account, it is off record politeness, strategy 9, based on the word "Jakarta makin hijau" the word carries a figurative meaning.

4). Strategy 11: Be ambiguous

(1) @bukan siapa2: bilang...Anies HUEBAT..air aja bisa diperintah

The comments above are part of off record politeness, strategy 11, based on the word "bilang...Anies HUEBAT..air aja bisa diperintah" this utterance shows that the speaker is not clear whether it is paying attention or not.

Data analysis of Politeness Strategy Used by Indonesian Netizens on Anies Baswedan Instagram

1. Positive Politeness Strategy

1). Strategy 2: Exaggerate (interest, approval, sympathy with H).

(1) Hairu.ag: Gila sih ini Gubernur kerja mulu tapi masih dibbilang gak ada kerja sama burjer2. Love you pak.

The comments made by the Hairu.ag's Instagram account are positive politeness, strategy 2, with the words "Gila sih ini Gubernur", this statement shows that the speaker expresses interest in what the previous speakers said.

2). Strategy 8: Joke

(1) Yudhidwinan_: harusnya mampir tadi bang dekat, ada gorengan ama kupa.

The comments made by the speakers above are positive politeness, strategy 8 (joke), based on the word "you should have stopped close by, there was fried ama kupa",

this statement shows that the speaker is making a joke of the speech uttered by the previous speaker.

3). Strategy 15: Give sympathy for H

(1) Jaenalpales: selalu istiqomah sehat selalu bpk Anies semoga selalu dalam lindungan Allah.

The comments given by the Jaenalpales's account, based on the word "semoga selalu dalam lindungan Allah." the utterance shows that the speaker gives sympathy to the opponent.

2. Negative Politeness

1). Strategy 1: Be conventionally indirect

(1) 29wijaya: pak gubernur Anis Baswedan, tolong jakarta ditanami durian akar 3 di tempat saya biar tanah gersang buah pak.

The comments above are part of the negative politeness, strategy 1, based on the word "tolong" and "kalo bisa" it shows that the speaker is expressing an expression of orders to the interlocutor.

2). Strategy 5: Give deference

(1) Junaedii11: Respect buat orang orang baik yang cinta kelestarian

Based on the comments above which were uttered by netizens in the account of Anies Baswedan's Instagram on a post, including negative politeness, strategy 5, because in the speech it shows that the speaker respects the utterances uttered by

previous speakers, as explained in the fifth strategy is "give deference".

3). Strategy 8: Declare the FTA as a general rule

(1) *Rickomuhammar* : *usul program kerja tahun 2021 Anies dan bang Ahmad Riza Patria yaitu Anis dan bang Ahmad langsung penanaman pohon di Bogor,Ciawi, dan Cibubur.*

Comments given by Rickomuhammar are included in negative politeness, strategy 8, based on the words "*yaitu Anis dan bang Ahmad langsung penanaman pohon di Bogor,Ciawi, dan Cibubur.*", in that speech the speaker showed FTA as a social provision that applies to the public.

2. Off Record Strategy

1). Strategy 5: Overstate

(1) *Wangwangyoyoi*: *lihat Pak Anies seperti melihat cahaya menerangi kegelapan.*

The utterance given by Wangwangyoyoi is off record politeness, strategy 5, because based on the word "*lihat Pak Anies seperti melihat cahaya menerangi kegelapan*" this utterance shows that the speaker is giving overstate to the speaker.

2). Strategy 8: Be ironic

(1) *Hatma_17*: *tak dipungkiri orang2 lebih suka dan respect dengan action dlm bentuk foto2 yang dipoles oleh seorang S3 fotografi.*

The comments given by Hatma_17 are included in off record politeness, strategy 8, because in that comment there is a saying "*tak dipungkiri orang2 lebih suka dan respect dengan action dlm bentuk foto2 yang dipoles oleh seorang S3 fotografi*" which is part of the off record is "*yang dipoles oleh seorang S3 fotografi*" the utterance shows that speakers give utterances to insinuate previous speakers.

3). Strategy 9: Use metaphors

(1) *Roziq749*: *ahhh ini pencitraan, kata si buzzer. Buzzer makin tambah ada kerjaan kalau gene.*

The comments above given by netijen in Anies Baswedan's comments column are included in off record politeness, strategy 9, because in that comment there are words like "*ahhh ini pencitraan,kata si buzzer*", the word "buzzer" here was made by the speaker as presuppositions or metaphors, as well as other utterances such as "*sekarang jakarta jadi hijau*", "*jakarta masi banyak hijau nya*", "*selamatkan mata air jangan menambah air mata*" all include the use of metaphors.

After analyzing the data from Indonesian netizens on Anies Baswedan's Twitter and Instagram accounts, the writer has found 35 comments of netizens on Twitter account and 69 comments of netizens on Instagram account, but in data analysis the researcher makes only a few axample of politeness used by netizens on the account.

Table 1. Table of Result

Sosial Media Account	Politeness Strategy on comments					
	Bald on Record	Positive Politeness	Negative Politeness	Off Record	Frequency	Total
Twitter	2	13	9	11	35	33,65%
Instagram	-	36	22	11	69	66,35%
Total					104	

Based on the table above, from the number of comments on Twitter and Instagram account, there are 35 (33,65%) comments on Twitter, while on Instagram the number on Instagram is 69 (66,35%), the researcher concludes that the most widely used politeness strategy is Instagram account.

Discussion

Dominant Type Used By Indonesian Netizens on Anies Baswedan Twitter. Here is a table 1 to show the dominant type used by Indonesian netizen on Anies Baswedan's Twitter

Table 2. The Dominant Type Used By Indonesian Netizens on Anies Baswedan Twitter

No	Politeness Strategy Used	Frequency	Total
1.	Bald On Record	2	100%
2.	Positive Politeness Strategy		
	1). Strategy 2: Exaggerate	7	53,84%
	2). Strategy 3: Intensify interest to H	2	15,38%
	3). strategy 5: Seek agreement	1	7,69%
	4). Strategy 8: Joke	1	7,69%
	5). Strategy 15: Give sympathy for H	2	15,38%
Total		13	100%
3.	Negative Politeness Strategy		
	1). Strategy 1: Be conventionally indirect	1	11,11%
	2). Strategy 3: Be pessimistic	1	11,11%
	3). Strategy 5: Give deference	6	66,66%
	4). Strategy 8: Declare the FTA as a general rule	1	11,11%
Total		9	100%
4.	Of Record Politeness Strategy		
	1). Strategy 7: Use contradiction	1	9,09%
	2). Strategy 8: Be ironic	8	72,72%
	3). Strategy 9: Use metaphors	1	9,09%
	4). Strategy 11: Be ambiguous	1	9,09%
Total		11	100%
Total Data		35	

In Twitter account the writer find out Bald on Record 2 (100%). In Positive Politeness Strategy there are 13, such as: Exaggerate 7 (53,84%), Intensify interest to H 2 (15,38%), Seek agreement 1 (7,69%), Joke 1 (7,69%), Give sympathy for H 2 (15,38%).

In Negative Politeness Strategy there are 9, namely: Be conventionally indirect 1 (11,11%), Be pessimistic 1 (11,11%), Give deference 6 (66,66%), Declare the FTA as a general rule 1 (11,11%). In Off Record Strategy there are 11, such as: Use contradiction 1 (9,09%), Be ironic 8 (72,72%), Use metaphors 1 (9,09%), Be ambiguous 1 (9,09%). The result are

consisten with the result done by Regita Mudya Murti (2020), she collected data from five Indonesian political figure, and took only 15 netizens' comments on each forum, and she got 75 comments from those five political figures to see and analyze politeness, and she found it to four politeness strategy. The results showed that the authors found 15 positive politeness strategies, 10 negative politeness, 15 bald on record, and 38 off record.

The Dominant Type Used By Indonesian Netizens on Anies Baswedan Instagram

Here is a table to show the dominant type used by Indonesian netizen on Anies Baswedan's Twitter

Table 3 The Dominant Type Used By Indonesian Netizens on Anies Baswedan Instagram

No	Politeness Strategy Used	Freuency	Total
1.	Positive Politeness Strategy		
	1).Strategy 2: Exaggerate	34	94,44%
	2). Strategy 8: Joke	1	2,77%
	3). Strategy 15: Give sympathy for H	1	2,77%
Total		36	100%
2.	Negative Politeness Strategy		
	1). Strategy 1: Be conventionally indirect	2	9,09%
	2). Strategy 5: Give deference	19	86,36%
	3). Strategy 8: Declare the FTA as a general rule	1	4,54%
Total		22	100%
3.	Of Record Politeness Strategy		
	1). Strategy 5: Overstate	2	18,18%
	2). Strategy 8: Be ironic	5	45,45%
	3). Strategy 9: Use metaphors	4	36,36%
Total		11	100%
Total Data		69	

In Instagram account the writer find out Positive Politeness Strategy 36, namely:

Exaggerate 34 (94,44%), Joke 1 (2,77%), Give sympathy for H 1 (2,77%). In Negative

Politeness Strategy there are 22, such as; Be conventionally indirect 2 (9,09%), Give deference 19 (86,36%), Declare the FTA as a general rule 1 (4,54%). In Off Record Strategy there are 11, namely: Overstate 2 (18,18%), Be ironic 5 (45,45%), Use metaphors 4 (36,36%).

The result are consisten with the result done by Ika Nurfaidah (2016), The data of this research is that one of the community leaders in Indonesia who was chosen by the author is a politician. His name is Basuki Tjahaja Purnama, and she collected 100 comments to see and analyze politeness strategy, the results showed that the researche found 35 positive politeness strategies, 10 negative politeness, 18 bald on record, and 28 off record. The differences on her research from this research is that in this research, the researcher not found bald on record strategy on Instagram account

3. The Percentage of the Dominant Type on Twitter Account

Table 4. The Percentage of the Dominant Type on Twitter Account

No	Politeness Strategy	F	Total
1.	Bald On Record	2	5,71%
2.	Positive Politeness	13	37,14%
3.	Negative politeness	9	25,71%
4.	Off Record	11	31,42%
Total		35	100%

From the table above, the writer found the most dominant strategy in the Twitter account is Positive Politeness Strategy that is Exaggerate (interest,

approval, sympathy with H) 7 (53,84%), the Bald On Record strategy is seldom to us Indonesian Netizens to comment on Anies Baswedan's Twitter.

4. The Percentage of the Doninant Type on Instagram Account

Table 5. The Percentage of the Doninant Type on Instagram Account

No	Politeness Strategy	F	Total
1.	Positive Politeness	36	52,17%
2.	Negative politeness	22	31,88%
3.	Off Record	11	15,94%
Total		69	100%

From the table above, the writer found the most dominant strategy on the Instagram account is Positive Politeness Strategy that is Exaggerate (interest, approval, sympathy with H) 34 (94,44%), the Instagram account, there is no use of Bald On Record on Anies Baswedan's Instagram account.

The result are consisten with the result done by Mega Selfia (2016), he collected 107 the utterance to analyze politeness strategy, the results showed that the researche found 58% positive politeness strategies, 15% negative politeness, 18% bald on record, and 9% off record. It can be concluded that positive politeness strategy is the most dominant strategy.

CONCLUSION

From the analysis, it can be concluded that in the comments of

Indonesians netizens on Anies Baswedan's twitter and instagram account, four Politeness Strategies are used. There are Bald on Record, Positive Politeness, Negative Politeness, and Off Record. In twitter account there were 35 (33,65%) comments. In total, there are 2 (100%) Bald on Records, 13 (37,14%) Positive Politeness, 9 (25,71%) Negative Politeness, and 11 (31,42%) Off Records. While in Instagram account there were 69 (66,34%) comments. In total, nothing comments in Bald on Record, 36 (52,17%) Positive Politeness, 22 (31,88%) Negative Politeness, and 11 (15,94%) Off Records. From the analysis, the researcher found the Politeness Strategy that often netizens use when commenting on Anies Baswedan's Twitter and Instagram account.

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

Based on this research, the researcher can conclude that the account that uses the most politeness strategy is the Instagram

account. Based on the data obtained, the researcher found 69 comments found on Instagram accounts and this is different from Twitter accounts which have 35 comments. From this the researcher can conclude that the account that uses the most politeness strategy is the Instagram account.

Suggestions

Based on the conclusion above, the researcher suggests to the readers. The writer expects that this study can help the readers, especially English Department Students in understanding the concept of Brown and Levinson about Politeness Strategy performed in commenting tweet on Twitter.

The next researchers. The researcher suggests to conducted the other research to repair the research, because this research has the weakness that is the lack of theory that is used to analyze the problems of research since the researcher used the theory only by Brown and Levinson.

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