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POLITENESS STRATEGIES IN SOCIAL MEDIA

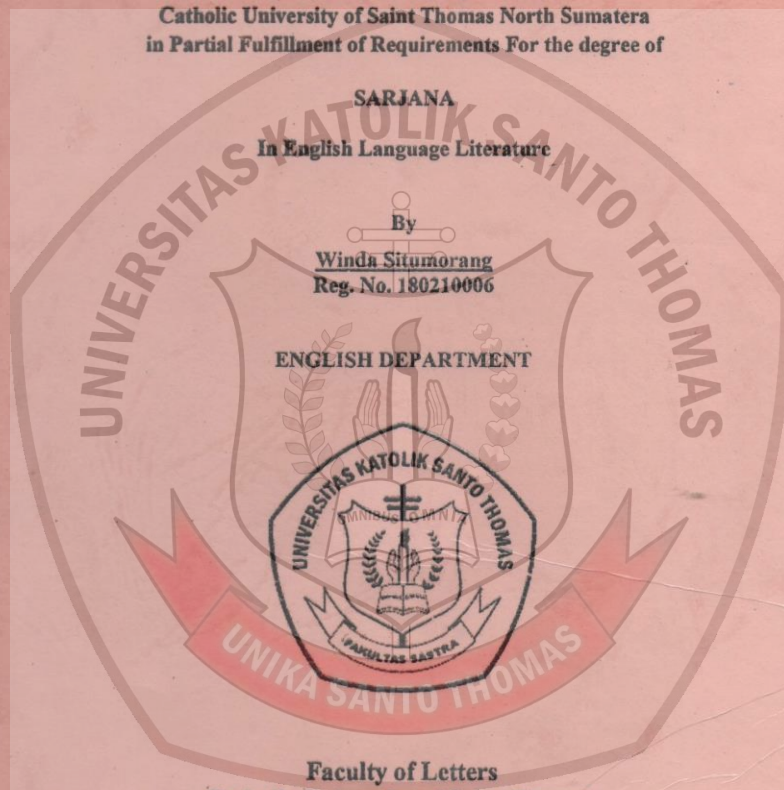
A THESIS

**Submitted to the Faculty of Letters
Catholic University of Saint Thomas North Sumatera
in Partial Fulfillment of Requirements For the degree of**

**SARJANA
In English Language Literature**

**By
Winda Situmorang
Reg. No. 180210006**

ENGLISH DEPARTMENT

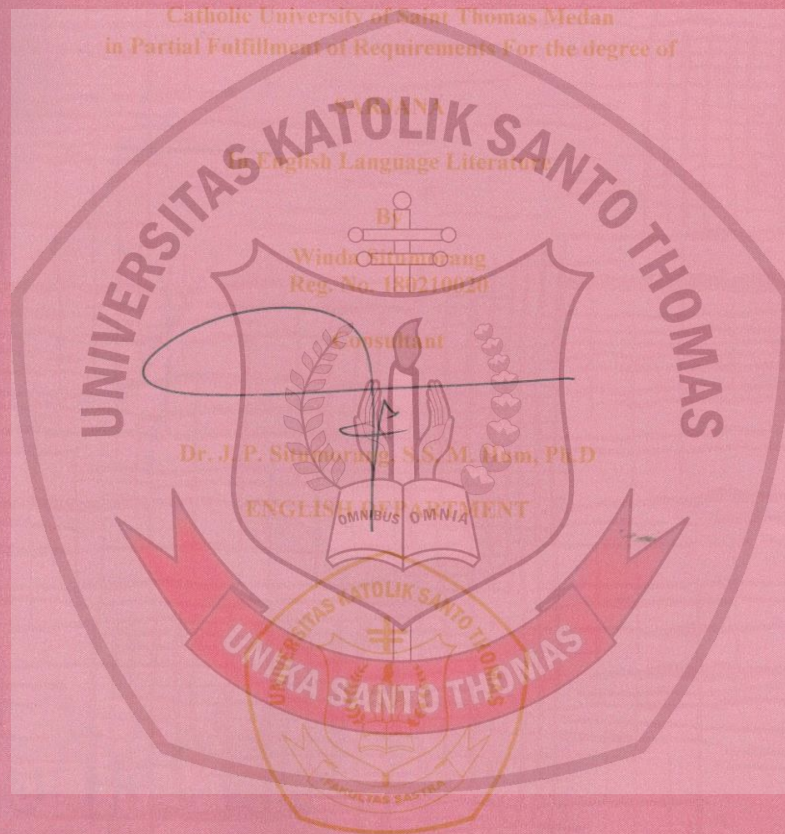


**Faculty of Letters
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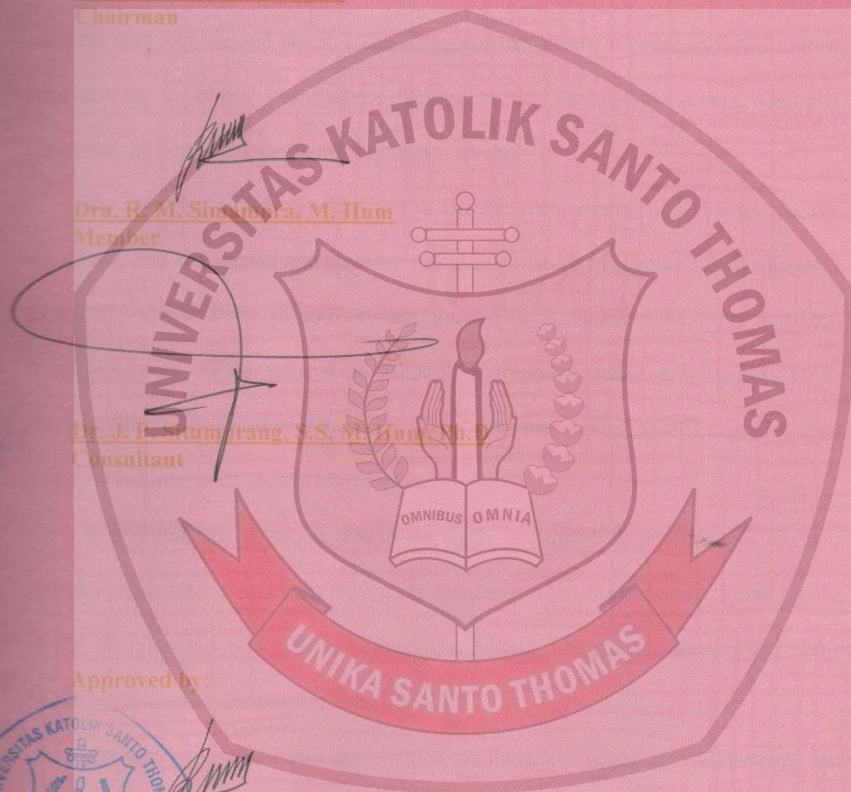


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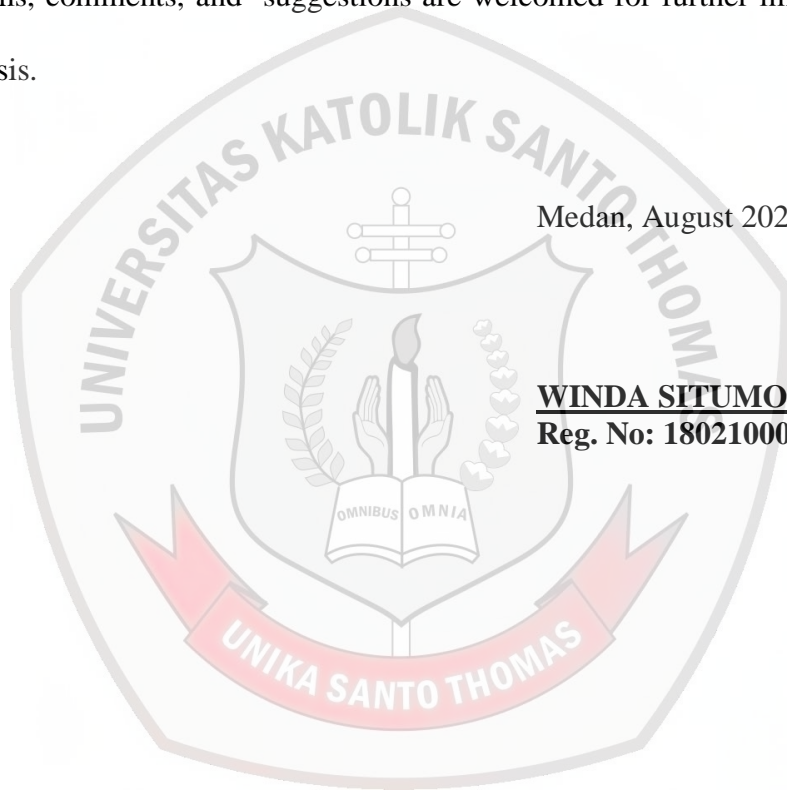
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Medan, August 2022

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ABSTRACT

This study deals with politeness strategies in social media. With reference to the politeness strategies as proposed by Brown and Levinson (1987). The problem in this study is to find the types of politeness strategies, find the most dominant types of politeness strategies, and find the reasons for using the most dominant types of politeness strategies used by netizens in commenting, especially on Joe Biden's (President Us) post on Instagram, Ariana Grande (Public Figure) on Facebook, and podcast with Mark Zuckerberg (Facebook founder) on the Youtube Channel. Based on the qualitative research method used in this study, it shows that there are 100 utterances in the form of politeness strategies, consisting of 78 utterances (78%) for positive politeness, 11 utterances (11%) for negative politeness, 10 utterances (10%) for Bald. on Record, and 1 utterance (1%) for Off Record. Through the research conducted, it can be concluded that the most dominant use of polite language is positive politeness as many as 78 utterances (78%). The reason for using the most dominant politeness strategy. There is social distance between netizens and the president on social media, but many netizens still respect the president through the way they think from the comments column and respect the president. And it can be seen from the way they choose their words, which, of course, are different when they comment on the president and fellow netizens, although there are some who comment and pay less attention to ethics in speaking. Likewise, social distance with a singer like Ariana Grande, fans or netizens appreciate it a lot in the comments column. Therefore, the language they use must be different when they talk to each other.

Keywords: Politeness Strategies, Positive Politeness, Negative Politeness, Bald on Record Politeness, Off Record Politeness.

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