

Politeness Strategies In Social Media On Instagram Jennie Blackpink

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Abstract

This descriptive qualitative research identified the politeness strategies in social media on Instagram Jennie Blackpink. It used a theory by Brown and Levinson. This research applied observational method and non-participation technique in collecting the data. The subject of this research was Jennie Blackpink Instagram account. There were positive and negative politeness that have found in this study. The most dominant politeness strategies that the researchers has found is positive politeness.

Keywords: *Instagram; Social media; Politeness strategies.*

Abstrak

Penelitian kualitatif deskriptif ini mengidentifikasi strategi kebajikan di media sosial di Instagram Jennie Blackpink. Ia menggunakan teori Brown dan Levinson. Penelitian ini menggunakan metode observasi dan teknik non-partisipasi dalam mengumpulkan data. Tema penelitian ini adalah akun Instagram Jennie Blackpink. Ada kebajikan positif dan negatif yang ditemukan dalam penelitian ini. Strategi kebajikan yang paling dominan yang telah ditemukan para peneliti adalah kebajikan positif.

Kata Kunci: *Instagram; Media sosial; Strategi kebajikan.*

1. Introduction

Language serves as a medium through which humans convey a wide range of emotions and thoughts (Afriana & Mandala, 2018). Humans communicate within a social framework to share information, feelings, and ideas, with languages reflecting the diverse social environments and interpretations of the people who use them (Marfirah & Afriana, 2023). With today's advanced technology, there doesn't seem to be a national barrier to international contact. Via the cyber world, or what is known as internet-mediated contact, people can readily communicate with one other even when they are geographically separated from one another and beyond physical borders (Mulyana, 2021).

As millions of individuals converge on virtual platforms to share ideas, express opinions, and interact with peers, the dynamics of politeness take on new dimensions in the realm of social media. Politeness is crucial to ensuring that everyone communicates effectively in social settings (Safitri & Ambalegin, 2022).

Politeness is one of the key factors that contributes to positive interpersonal interactions. The importance of being polite is caused by the content of conversation, since

often what needs to be communicated is unpleasant and threatening to the hearer (Rahmawati, 2022). Politeness is one of the key factors that contributes to positive interpersonal interactions (Afriana, Ambalegin, et al., 2023). Politeness is evident not only in oral communication but also in written forms, serving as a crucial aspect of behavior in language that holds significant importance in society (Afriana, 2023).

Among the popular and well-liked social networking apps among smartphone users is Instagram (Soumena & Suhardi, 2023). Instagram's unique blend of visual and textual elements presents users with a rich array of opportunities to express them creatively while navigating the delicate balance of social etiquette. Whether posting photos, sharing stories, or engaging with comments, users must navigate a nuanced landscape of politeness strategies to convey their intentions effectively and respectfully. Ethics involves understanding what constitutes right and wrong actions and behaviors, and the remarks made by frequent internet users on social media can also provide insights into their moral behavior (Afriana & Mubarak, 2024).

One of the phenomena of politeness strategies is found on social media Instagram, @jennifercoppenreal20, comment section.



On the comment above, it is shown about positive politeness used by the follower of Jennifer Coppen. @hanum.659 wrote complement about Jennifer Coppen. Even though she had just given birth to her daughter, her body was still as good as that of a girl who had not had children. On the comment, the follower saved her face by giving praise to her by saying that she still pretty and ask for the tips to get the body like that.

In this study, the researchers will analyze politeness strategy in social media Instagram of Jennie Blackpink. The specific phenomenon of politeness strategy is found in the comment section of Jennies' Instagram account. The comment happened in one of the picture that Jennie post in her Instagram.



On the comment above, it is shown about negative politeness used by @taehtvhi. @taehtvhi wrote complement about Jennie's catwalk. On the comment, the account @taehtvhi produces negative faces from the listener by judging her catwalk.

Jennie Kim, also known as Jennie, was born on January 16, 1996, in Cheongdam-dong, South Korea. Jennie studied abroad in New Zealand, until high school, when she returned to South Korea. After settling in Seoul, she joined YG Entertainment as a trainee in 2010. She was reared overseas and speaks fluent English. She is also conversant in Korean and Japanese. She was only 14 when she joined YG, but she has shown that she has a lot of potential. Prior to joining Blackpink, she collaborated with other YG acts.

There are some researchers that also analyze about politeness. The first is by (Selfia & Marlina, 2016) with title An Analysis of Politeness Strategies used by Deddy Corbuzier in Hitam Putih Talk Show. Based on the result the most dominant strategy used is positive politeness strategy than other strategy. By

using the positive politeness strategy, the host wants to show his interest, sympathy, and friendliness.

Another researcher that also analyze about politeness is (Suryani et al., 2019) with title An Analysis of Politeness Strategies Used by The Characters in The Blind Side Movie. This analysis used qualitative research. Based on the result, they found four types of strategies of politeness that implemented by the characters in The Blind Side movie. The four politeness strategies were Balad on Record strategy, Negative Politeness strategy, Off-Record strategy, and Positive Politeness strategy.

The similarities found in the previous studies and present studies were the same topic discussed which is politeness strategy. The difference between earlier studies and the current study was the data source. Social media of Jennie Blackpink was used in this study.

Based on the two phenomena and past studies discussed above, the researchers are interested in undertaking this research. The purpose of this study was to analyse Politeness Strategy in social media on Instagram Jennie Blackpink. The specific objectives were to analyse types of Politeness Strategy in social media on Instagram Jennie Blackpink.

2. Literature Review

Since norms of politeness differ across cultures and have evolved with societal and technological changes, understanding these differences is essential for respectful communication in both personal and professional contexts (Afriana, Mohamed, et al., 2023). The concept of politeness strategies was devised to keep someone from feeling humiliated or uncomfortable, and to spare the listener's "face" (Sapitri et al., 2019). According to (Brown & Levinson, 1987) there are four types of politeness strategies:

a. Positive Politeness

Positive politeness aims to satisfy the listener's own interests. The speaker encourages listeners to engage in enjoyable types of communication. For example:

Kevin: Mom, Seriously, come on, tonight has gotta be perfect, all right? Because Allie Callahan's the most beautiful girl in school and I just never thought she'd actually go out with me. Okay, please, stop.

Claire: Well, she obviously knows quality when she sees it. She'll love it! Come on!

(Supriyanta & Ghozali, 2017)

- b. Negative Politeness
 Negative politeness is a strategy that results in unpleasant facial expressions from the listener. For example:
Lucy: "Were you hiding from me?"
Mr. Tumnus: "No. Uh, well. (stammering) I just... I... No. No. I-I-I just...I was just, um... I didn't want to scare you."
Lucy: "If you don't mind my asking, what are you?"
Mr. Tumnus: "Well, I'm a... (sighs) Well, I'm a faun."

(Annisaa & Mahmud, 2023)

- c. Bald on Record
 This is the least polite strategy according to Brown and Levinson, as it involves straightforward and direct communication without any attempt to mitigate imposition or respect social distance. It is used in situations where politeness norms are less strict or where efficiency is prioritized over social harmony.
Kevin :Oh, no, dude, you don't wanna do that. They call him"The Crusher"
Kit :Is that what they call me?
Kevin :Yes.
Kit : Kevin? Carry your own plate. Clean up all the dishes!

(Puspitorini & Hamdani, 2023)

- d. Off Record
 This strategy involves indirectly communicating intentions or desires to avoid imposing on the other person. It relies on hints, suggestions, or non-verbal cues rather than direct requests.
Katie : "Well, when will I be able to go to concerts alone?"
Allison: "Never. You will always have to goto concerts with me your whole life." (Putri & Fitrawati, 2022)

3. Research Method

The qualitative method was employed by the researcher in this study (Creswell, 2013). The

identification method was used by observing the data. In collecting the data, the first the researchers observed the data using social media Instagram. Then, the researchers classify and grouped the data to which type of the object in this research. The analysing process used the theory by (Sudaryanto, 2015) which is identify method and the technique is to adjust the theory by (Brown & Levinson, 1987), after that the researcher group the data according to which type or categorize the data. The last step is the researchers present the data in narrative paragraph form.

4. Result and Discussions

Data 1

@jajacat_11: Jennie, thank you for not giving up of your dreams. Thank you for being one of our source of happiness. And thank you for debuting we are so proud of how far you've come.

The above statement is included in positive politeness. According to Brown and Levinson's politeness theory, positive politeness is a strategy used in communication to emphasize goodwill and camaraderie between speakers. The above statement is from Jennie's fans. The speaker begins by thanking Jennie for several things ("thank you for not giving up on your dreams," "thank you for being one of our sources of happiness," and "thank you for debuting"). Expressing gratitude is a form of positive politeness as it acknowledges and appreciates Jennie's actions and contributions. By mentioning how proud they are of Jennie's accomplishments, the speaker is expressing solidarity and support. This can strengthen the social bond between the speaker and Jennie, aligning with the goal of positive politeness to maintain or enhance social relationships. The statement uses expressions of gratitude, acknowledgment of achievements, and supportive language, all of which are strategies of positive politeness aimed at fostering goodwill and a positive interpersonal relationship.

Data 2

@jajacat_11: Jennie, have a good day!

This statement above includes politeness such as addressing Jennie by name and wishing her well. It is a polite and friendly expression that aims to maintain or enhance rapport between the speaker and Jennie. This makes it an example of positive politeness.

Data 3

@kpop.1_4_4: Do you know that even your family doesn't love you?

The statement "do you know that even your family doesn't love you?" lacks politeness and

uses direct questioning with a negative implication. In terms of politeness strategies, it could be categorized as negative politeness. It does not consider the feelings or positive face of the listener. Negative politeness strategies aim to mitigate imposition on the listener's freedom or sense of self-worth, which is not evident here.

Data 4

@kpop.1_4_4: You know no one cares about you?

In the statement "you know no one cares about you," the speaker is using a particular politeness strategy identified by Brown and Levinson known as negative politeness. Negative politeness aims to mitigate the imposition on the hearer's autonomy or freedom. In this case, the speaker is indirectly addressing the lack of caring without directly challenging the hearer's self-esteem or face, which could be seen as a threat to their negative face (the desire to be unimpeded by others). By framing the statement in this way, the speaker attempts to soften the potentially hurtful message.

Data 5

@reetuberry: Is it hot in here or it is just her?

The statement incorporates positive politeness by indirectly complimenting or acknowledging the person's attractiveness (Jennie). By framing it as a question about the environment ("Is it hot in here?"), the speaker subtly suggests that the person's presence might be contributing to the perceived warmth, which can be taken as a compliment.

Data 6

@ghavamariana: In the world we don't say hot, we say Jennie Kim.

There is an element of positive politeness in the statement by indirectly complimenting Jennie Kim. It implies that Jennie Kim is so attractive or admired that she represents the concept of "hot" in a metaphorical or humorous way. This indirect compliment can be seen as a form of positive politeness.

Data 7

@princesseda__: I'm sorry but it's never pretty.

The statement above can included as negative politeness. The phrase "it's never pretty" can be interpreted as a negative assessment or critique. By prefacing it with "I'm sorry," the speaker acknowledges the potential negative impact of their statement on the listener's feelings or perspective.

Data 8

@ttoo_0120: We want to tell you that how amazing you've come so far.

The statement "we want to tell you how amazing you've come so far" utilizes positive politeness strategies by expressing admiration, showing interest, acknowledging achievements, and emphasizing solidarity. It aims to maintain or strengthen the positive relationship between the speaker and the listener by highlighting the listener's success in a supportive and encouraging manner.

Data 9

@ttoo_0120: Take good care of yourself, your happiness and health are most important.

The statement emphasizes concern for the listener's well-being ("take good care of yourself"). Positive politeness involves showing friendliness, solidarity, and care towards the other person, which is evident in the speaker's expression of concern for the listener's happiness and health.

Data 10

@rubygummysmile: Jennie, did it hurt when you fell from heaven?

By comparing Jennie to someone who "fell from heaven," the statement indirectly compliments her appearance or character. Positive politeness involves enhancing rapport and showing admiration, which is somewhat reflected here through the use of a flattering metaphor.

5. Conclusion

Politeness strategies on social media platform Instagram are multifaceted, blending traditional etiquette with digital communication norms. Users employ positive politeness through compliments, supportive comments, and emojis to foster a friendly atmosphere and strengthen social bonds. Indirectness and mitigation techniques are used to soften criticisms or opinions that could potentially cause offense, maintaining harmony in interactions.

Overall, Instagram users navigate digital politeness by adapting these strategies to create a respectful and enjoyable online environment that aligns with the platform's social norms and expectations. The results of this research that the researcher has found are the most dominant data are positive politeness and the rest are negative politeness.

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