

Politeness Strategies In Youtube Comment In Catatan Najwa Eps. Melawan Stigma Corona

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Abstract

The purpose of this research was to find politeness strategies used by netizens in YouTube comments section based on Najwa Shihab's YouTube Channel. This research was descriptive qualitative research based on politeness strategies phenomena in written language. Thirteenth strategies found in this research were expressing wish and gratitude, intensifying support and interest, softening request, being pessimistic, giving sympathy, using identity marker, being indirect, showing agreement, face-negative threatening acts, giving questions or asking reason, using impersonal forms, using joke, and giving praise. The data in this research used verbal impressions of netizens comments on Najwa Shihab YouTube Channel period April 2020. This research used the principle of courtesy Brown Levinson to classify and analyze the data according to its category. This research also was found that the obidience of positive face and threaten positive face are more dominant. These kinds of utterance are dominant in netizens comment is influenced by context.

Keywords: Politeness Principle, Politeness Strategies, Netizens' Comment, Catatan Najwa.

Introduction

Nowadays, there are many ways to express opinions and comments on something, such as in open discussions, brainstorming events, and through social media. There are many social media applications that provide space for commenting or writing opinions by users. One social media that provides space to write comments for its users in the YouTube application. It provides the space for commenting that becomes a facility for netizens of YouTube Channel to make comments on YouTube posts. In expressing feelings and opinions through a writing, each netizen can choose the form of sentences and words choice as a sign of representation of his/her thoughts and feelings. In written language, election and the use of certain words is very important in guarding politeness in language. Freedom to express opinion is a reason for most people are to argue as freely as possible so that the potential raises speech that does not comply with politeness (FTA). This is found in netizens comments on Najwa Shihab YouTube Channel is a page Najwa Shihab's official Narasi program which actively updates every post the episode. In the Najwa YouTube Channel, netizens freely write their opinions that displayed in Narasi program Najwa Shihab YouTube Channel.

Politeness is an attitude used in communicating that aims to minimize conflict and maximize compatibility between speaker and partners in a conversation by considering individual and group values (Lakoff, 1989) Politeness itself has a different meaning with polite. The word of polite means to show respect for the speech partnert, while the word politeness means the

language (or behave) based on social distance between the speaker and the speech partner. The purposes of this research were to describe the use of politeness principle and politeness strategies with specific reasons. The researcher used several underlying theories in conducting this study, such as Politeness Principle by Leech (1983), and Brown and Levinson theory of Politeness Strategy (1987).

This study is an attempt to describe the politeness strategies that are used in netizens comment on Najwa Shihab's YouTube Channel. As a field of study, linguistics offers many objects to be analyzed in language through many theories it has, and one of them is pragmatics. In this study, The writer focuses on the pragmatics field. Brown and Levinson (1987) are widely regarded as one of the co-founders of pragmatics. It is the study of language use (Levinson, 1983, p. 5) and also the interpretation of what people mean in a particular context and how the context influences what is said (Yule, 1996, p.3). There are some topics are discussed in pragmatics, one of the study is politeness strategies.

Research Method

This research used descriptive with qualitative approach because it answered the question about facts or describe existing language phenomena. Since the objectives of the research described the types of politeness strategies that used by netizens in commenting on Catatan Najwa Shihab' YouTube Channel Eps. Melawan Stigma Corona. In accordance to Vanderstoep and Johnston (2009: 7), they state that literal description of the phenomena under study is produced by qualitative research. It means that qualitative research focuses on describing or explaining the phenomenon naturally. This is relevant to this study because this study investigated the occurrences of politeness acts uttered in natural communication in social media.

In collecting the data, the researcher only analyze the politeness strategies that are used by the netizens comments. The data is taken from YouTube, it was taken since it is appropriate with the criteria that is needed. The criteria should contain about politeness strategies that occur in Catatan Najwa Shihab' YouTube Channel Eps. Melawan Stigma Corona.

Results

This part discusses the strategies to be politely applied by the netizens comments in Najwa Shihab YouTube Channel of Narasi program Eps. Melawan Stigma Corona. They can be seen in the following extracts:

Expressing wish and gratitude

Extract 1

"1 month ago..thank you mba [older sister] nana all of your words may open the eyes of people who are watching this, thank you for being a representative of the conscience people who feel isolated" (DP, 2019) 149 likes

"1 month ago..thank you mba [older sister] nana hopefully we are always healthy..Aamiin" (PA, 2019) 21 likes

In the extract above, netizens comments on Najwa Shihab YouTube Channel in Narasi program Eps. Melawan Stigma Corona. Netizens expressed their wish and gratitude for the program displayed by presenter Najwa Shihab who can educate people about taking care of Covid-19. The netizen commented, "all of your words may open the eyes of people who are watching this, thank you for being a representative of the conscience people who feel isolated". This statement

refer to one of the netizens comments that she might be a medical person who feels isolated by the people who misunderstand with their stigma about covid-19. Another comment from the netizen can be seen here, “hopefully we are always healthy..Aamiin”. A statement of hope and prayer for netizens to keep healthy, the author of the comment was admitted a positive face to the Najwa Shihab YouTube Channel in Narasi program Eps. Melawan Stigma Corona. So that the utterances above can be categorized as positive politeness.

Intensifying support and interest

Extract 2

“1 month ago..Let’s trending so that indonesian people understand. Don’t be stigmatized with covid-19” (SI, 2019) 8 likes

“1 month ago (edited)..I’m tired to like your comments so that this video is trending, let’s help promote it, so that more and more people are aware” (GAS, 2019) 16 likes

In the extract above, it is known that some netizens expressed their support for the Narasi program Eps. melawan Stigma Corona which displayed on Najwa Shihab YouTube Channel. “Let’s trending so that indonesian people understand. Don’t be stigmatized with “covid-19”. With the support above she stated ‘let’s trending’, the author of the comment was giving a positive face to the Narasi program Eps. Melawan Stigma Corona. The netizen will persuade people to do it because the program will give positive impact to the public about their stigma with covid-19. The another comment from netizen can be seen here, “I’m tired to like your comments so that this video is trending”. The utterance of netizen comment stated an information to make it so dramatic. So that it gets more interest from others. The emphasis on the statement, “I’m tired to like your comments” in his comment is utterance to create dramatic impression on a thing or topic. With this statement, netizens will take to pay attention to the utterance. It can lead to persuade netizens interest in the Narasi program and therefore create polite comment that give positive impact also to others. So that the utterances above contain positive politeness.

Softening Request

Extract 3

“1 month ago..ka [older sister] najwa please submits it to all television stations to make this clip a national advertising. Because not everyone can access YouTube” (AS, 2019) 59 replies. 335 likes

In the extract above, the netizen stated his request to the presenter Najwa Shihab to submit the Narasi Program Eps. Melawan Stigma Corona in her YouTube Channel to all television stations. The netizen commented, “Najwa please submits it to all television stations to make this clip a national advertising”. So that this program would become a national advertisement. This statement refers to the public that they can understand about covid-19 which no longer promotes negative stigma. The netizen has a reason why he requested to presenter Najwa “because not everyone can access YouTube”. With this utterance, the netizen was trying to indicate his politeness to the presenter Najwa Shihab. He wrote, “please”. It is an example of the way to soften his request in comment.

Being pessimistic

Extract 4

“1 month ago..The most terrible virus is fear that will make us weak and unsure if we can fight with covid-19 and covid-19 be just a shadow that makes us afraid and feel haunted to the point of death” (MY, 2019) 19 likes

In the extract above, the netizen commented on Najwa Shihab YouTube Channel in Narasi program Eps. Melawan Stigma Corona. The comment was showing the pessimistic attitude of the public about their stigma toward covid-19. He stated, ‘The most terrible virus is fear that will make us weak and unsure if we can fight with covid-19’. The utterance expressed an attitude of fear and distrust of the public to be able to face covid-19. This statement can lead to negative comments on the actions of people who have a negative stigma about covid-19. This pessimistic term was used to create negative politeness strategy over his comment.

Giving Sympathy

Extract 5

“1 month ago..I experienced it...becuse I’m a medical worker. I work at the public health center. And almost driven out of the boarding house. Then I gave understanding to my boarding mother who was indeed elderly and I understood her worries. Eventually it was not expelled. Only the boarding mother keeps a social distancing with me. Looking me as if seeing a ghost. But it’s okay atleast I wasn’t driven out of the boarding house. Because I want to move, it is very difficult to find a new boarding house and I remember my budget and salary. Only today my friend who boarded in a complex with me, immediately he/she expelled in the boarding house. Even though we worked dead to death for patients. Really sad 🙄🙄🙄” (ND, 2019) 25 likes.

“1 month ago..so sad to hear that mba [older sister] 🙄🙄” (AI, 2019) 4 likes.

In the extract above, the netizen told her experience as a medical worker in facing public attitude toward covid-19 stigma. She commented, “Only the boarding mother keeps a social distancing with me. Looking me as if seeing a ghost. But it’s okay atleast I wasn’t driven out of the boarding house”. Based on the utterance above she was trying to tell netizens about the condition of medical workers who are struggling to help patients and also they must face the negative stigma of society to avoid covid-19. In responding the Najwa’s explanation, the netizen commented, “we worked dead to death for patients. Really sad”. In this statement, she was showing her sympathy to people as patients but people with negative stigma can not accept them. It can lead to invite comment from another netizen. It can be seen here, “so sad to hear that mba [older sister]”. In netizens comment above there were utterances “so sad and really sad”. The way the netizens responded the comment functioned as the way to maintain sympathy response in the social media. This sympathy term was used to create polite comment on Najwa Shihab YouTube Channel.

Using identity marker

Extract 6

“1 month ago..Like mba [older sister] nana... 🙌🙌” (MM, 2019)

“1 month ago..Great mbak [older sister] Nana,,always healthy under the protection of Allah SWT,, that continue to provide enlightenment for those who don’t understand 🙌🙌🙌” (DN, 2019)

“1 month ago..Waooooo great..great mba [older sister]” (AF, 2019)

In the extract above, it can be seen that many netizens’ comments expressed their praise to the presenter Najwa Shihab as the speaker on the Narasi program Eps. Melawan Stigma Corona. With the statement of praise above, it can be seen that many netizens who expressed comments in the form of praising and expressing support to the presenter Najwa Shihab. They stated, “Like mba [older sister] nana” and “Great mbak [older sister] Nana”. Here, it can be seen that the netizens were using a kind of identity marker that is the use of “mbak” to address the presenter Najwa Shihab. This address term was used correctly based on the identity of the presenter. Since the presenter is a woman, higher in status and older, the use of “mbak” indicates that they were using in-group identity marker correctly. In this word, they applied an address term from Indonesian language that indicated Javanese “mbak” to address the presenter Najwa Shihab which means older sister. The use of this identity marker marked the polite comments in the Najwa Shihab YouTube Channel.

Being indirect

Extract 7

“1 month ago..There are still many out there who don’t understand what covid-19 is especially in the villages so it happens like this, I beg the intellectuals who claim to be clever and often appear on social media please give them (villagers) an explanation of covid-19, pity the medical and victim. Do not debate that it is said to find a solution, remember this virus will continue to be contagious whether you debate it or not, so let’s together give support to the medical and victims give an explanation to everyone in the language that they understand so they know about this virus, during this time they are only afraid of explanations that scare them with the term of death, danger, lockdown, this and that which in the end they imagine that this virus really can not be handled. Remember the level of Indonesian people understanding is still below average. Stop scary fear Let’s fight this virus” (RA, 2019).

In the extract above, the netizen expressed indirect comment to intellectuals who might refer to the government or whoever is meant there on Najwa YouTube Channel. The netizen commented, “I beg the intellectuals who claim to be clever and often appear on social media please give them (villagers) an explanation of covid-19, pity the medical and victim”. Based on this utterance, he was trying to explain why there was a negative stigma among commoners about covid-19 because of their lack of education about this virus. The emphasis of the utterance “I beg the intellectuals” in this statement shows the desire of netizens to ask intellectuals in providing education to commoners. Besides that, the word “begging” also indicates a desire to ask indirectly to the target while providing room for netizens comments. The utterance above used an indirect comment because it wants to save the negative face of the netizens. Another example can be seen in the following extract:

Extract 8

“1 month age..for doctors who help corona case, you take my respect dude no matter what, i’ll always support you dude :))” (KG, 2019) 18 likes.

In the extract above, it can be seen that the netizen was giving an appreciation or support to the doctors who help covid-19 patients. The utterance is related to the performance of the doctors. The netizen commented, “for doctors who help corona case, you take my respect dude no matter

what, i'll always support you dude". Thus, the utterance of netizen above can be categorized as politeness utterance in which the writer of comment recognized the positive face to the doctors. The utterance above is delivered with an indirect strategy (*off record*) because the comment does not directly convey his praise to the target utterance.

Showing agreement

Extract 9

"1 month ago.. I strongly agree with kakak [older sister] Najwa "solidarity that needs to be strengthened now" instead of isolating people who have contracted the virus" (CJ, 2019) 62 likes.

In the extract above, the netizen commented, "I strongly agree with kakak [older sister] Najwa "solidarity that needs to be strengthened now". The netizen commented that what is said by the presenter Najwa Shihab about solidarity could lead to a source of concern. In this case, it can be implied that she was suggesting to do that thing. In responding to this statement, the netizen also suggested in her comment, "instead of isolating people who have contracted the virus". In this expression, she was directly suggesting what to do to avoid the action of isolating people who have contracted the virus. She then gave a suggestion. The way the netizen in this extract was to avoid disagreement. Her expression was to show an agreement among the netizens so that the comment can run well.

Face-negative threatening acts

Extract 10

"1 day ago..I disagree with statement of the corpse of covid-19 patients who have not transmitted the virus. Clearly the family saw the corpse was not allowed, not bathed the corpse. It's natural that the citizens are scared" (HM, 2019)

In the extract above, The netizen expressed his disapproval of the statement, "I disagree with statement of the corpse of covid-19 patients who have not transmitted the virus". He stated that the virus remained dangerous even though the patient had died and possibly it could still transmit the virus. The statement from netizen' comment refers to one of the presenter' argumentation about covid-19. With the utterance "I disagree with statement", the netizen threatened negative face of Najwa Shihab because he commented that can affect the stigma of other netizens so that the utterance can be categorized as utterance that threatened negative face.

Giving questions or asking reason

extract 11

"1 month ago..where is the government" (YA, 2019)

"where??" (AU, 2019)

"1 month ago..Government honesty is a responsibility so that does not to disturb its own citizens" (SC, 2019)

In the extract above, netizens expressed questions to the government through their comments. Netizens intended to ask the government for a response. For what they feel. Thus, Netizens were trying to pay attention to covid-19 victims (patients and medics) by asking questions, "where is the government?" in the Najwa Shihab YouTube Channel in Narasi program Eps. Melawan

Stigma Corona. The questions is a form of attention to the target object that is given a comment. The authors of the comments explicitly stated their displeasure with the government's attitude in dealing with covid-19 stigma. The meaning of netizens comments threatened the government's positive face. Another example can be seen in the following extract:

Using impersonal forms

extract 12

"1 month ago..where is his/her heart? illness is not something that can negate human rights. They were kicked out and rejected here and there, so sad to hear my goodness" (D, 2019) 11 likes.

In the extract above, in the Najwa's YouTube Channel, readers and netizens have room to comment on matters related to the Narasi program. With the comment room, netizens can post their comments that represent their feelings and ideas. Netizens feel they have power to criticize something, so the comment was subjective. It can be seen here, "where is his/her heart? illness is not something that can negate human rights". Like this example utterance "where is his/her heart?" the netizen was trying to use an impersonal form to save the face negative. The comment delivered by the netizen without mentioning the name of the target comment. The strategy was adopted to avoid using names of target comment but it was changed by using possessive pronoun "his/her". This utterance was one part of the negative politeness. That was to use an impersonal form to save the face negative but it threatened positive face of public in her comment.

Using joke

extract 13

"1 month ago..The corona patient had fallen, hit by a ladder, hit by a tile plus scolded by the boss" (ACO, 2019)

In the extract above, the netizen posted his comment about covid-19 on the Najwa Shihab' YouTube Channel but the netizen expressed his opinion in a different way. He stated, "The corona patient had fallen, hit by a ladder, hit by a tile plus scolded by the boss" That comment was not related to the topic of the covid-19. It was only a way of joking by the netizen to minimize the tension in the comments of the other netizens. Usually, the comments tends to be very sad for the netizens when they have seen the Narasi program Eps. Melawan Stigma Corona on Najwa Shihab's YouTube Channel. However, the joke expressed by the netizen was used to cheer up the situation. It can be deduced that by joking can cause laughter among the netizens who have read this comment and it is a way to maintain a harmonious atmosphere, therefore can become a polite comment in using social media.

extract 14

"3 weeks ago..Ka [older sister] Najwa collaborate with "JRX Superman is dead" about the covid-19 conspiracy, which is more crowded" (AS, 2019)

The same case can be seen in extract 14 above, where the netizen also expressed comment to the presenter Najwa Shihab which caused laughter from other netizens. The comment was not related to the topic in requesting something for presenter Najwa Shihab. That was expressed only to cheer up the situation and to avoid the stressful condition of the covid-19 case. Reading that comment, most of the readers laughed at the time. The way the netizen requested that comment

functioned as the way to maintain good communication in the social media, and therefore, created polite situation and interaction in commenting on social media (YouTube).

Giving praise

extract 15

“1 month ago.. emphatic, brave, and dignified. may Allah extend the age and provide opportunities so that I can meet kak [older sister] Najwa Shihab” (SY, 2019)

“1 month ago..This angel named Najwa, for your consideration 🙏📺😊” (M, 2019) 87 likes

“1 month ago..Ya Allah 🙏🙏🙏 Hopefully kak [older sister] Najwa Shihab always healthy so that she being aspiration for the public to represent the voice of the people” (W, 2019)

In the extract above, based on the netizens comments. It can be seen that netizens expressed their praise to the figure of Najwa Shihab who is considered netizens to be an aspiration for the people in dealing with the covid-19. An example they commented, “This angel named Najwa, for your consideration” and “she being aspiration for the public to represent the voice of the people” Thus, the authors of the comments above have appreciated and given a positive face to the presenter Najwa Shihab, so that the comments were categorized as comments that contain positive politeness.

Discussion

Based on the finding above, fifteen extracts had been discussed showing the politeness strategies applied by netizens in commenting on Najwa Shihab’s YouTube Channel of Narasi program Eps. Melawan Stigma Corona. Netizens comments in Najwa Shihab’s YouTube Channel include the male and female. Findings showed that the netizens comments applied several strategies in expressing politeness such as expressing wish and gratitude, intensifying support and interest, softening request, being pessimistic, giving sympathy, using identity marker, being indirect, showing agreement, face-negative threatening acts, giving questions or asking reason, using impersonal forms, using joke, and giving praise.

From the result of finding above, the first strategy was by expressing wish and gratitude. Netizens expressed their wish and gratitude for the program displayed by presenter Najwa Shihab who can educate people about taking care of Covid-19. In the extract 1, this statement refer to one of the netizens comments that she might be a medical person who feels isolated by the people who misunderstand with their stigma about covid-19. A statement of hope and prayer for netizens to keep healthy, the author of the comment was admitted a positive face to the Najwa Shihab YouTube Channel in Narasi program Eps. Melawan Stigma Corona. Face Threatening Act (FTA) which is an act that inherently threaten the face of the hearer or the speaker by acting in opposition to the wants and desires of the other, furthermore it may offend the guest’s positive face (Brown and Levinson, 1987, p. 60). Moreover, Leech (1983) believes that communication should take care with the togetherness or good relationship. The three experts believe that politeness is a relationship principle or a principal of keeping togetherness in a communication in order to avoid offended conflict that might be happened.

As the second strategy, this study found the use of intensifying support and interest in the forms of address forms (extract 2). The netizen stated ‘let’s trending’, the author of the comment was

giving a positive face to the Narasi program Eps. Melawan Stigma Corona. The netizen will persuade people to do it because the program will give positive impact to the public about their stigma with covid-19. The another comment from netizen can be seen here, "I'm tired to like your comments so that this video is trending". The utterance of netizen comment stated an information to make it so dramatic. So that it gets more interest from others. Politeness is as a strategy of communication to minimize FTA and to maintain the relationship, since the politeness strategy considers the feeling of addressing (Brown and Levinson, 1987). It can lead to persuade netizens interest in the Narasi program and therefore create polite comment that give positive impact also to others. So that the utterances above contain positive politeness.

The third strategy, using softening request, was also able to create polite comment. As observed in extract 3, the netizen was trying to indicate his politeness to the presenter Najwa Shihab. He wrote, "please". It is an example of the way to soften his request in comment. As stated by Grice (1975), human communication should be explained as a form of social interaction whose success depends on the interactants' presumption that communicative behavior is driven by certain norms and rules. Using "please" in interaction can also signal indirectness which is a part of being polite, according to Brown and Levinson (1987).

The fourth strategy, using being pessimistic, the comment was showing the pessimistic attitude of the public about their stigma toward covid-19. As observed in extract 4, he stated, 'The most terrible virus is fear that will make us weak and unsure if we can fight with covid-19'. The utterance expressed an attitude of fear and distrust of the public to be able to face covid-19. This statement can lead to negative comments on the actions of people who have a negative stigma about covid-19. This pessimistic term was used to create negative politeness strategy over his comment. As stated by Brown and Levinson (1987), negative Politeness makes request less infringing and respects a person's right to act freely. Hence, if there is a speaker using negative politeness, it is a sign that he wants to be more focused and specific so that his action might threaten the face of the addressee.

The fifth strategy, using giving sympathy, As observed in extract 5, the netizen told her experience as a medical worker in facing public attitude toward covid-19 stigma. In responding the Najwa's explanation, the netizen commented, "we worked dead to death for patients. Really sad". In this statement, she was showing her sympathy to people as patients but people with negative stigma can not accept them. It can lead to invite comment from another netizen. Politeness is as a strategy of communication to minimize FTA and to maintain the relationship, since the politeness strategy considers the feeling of addressing (Brown and Levinson, 1987). The way the netizens responded the comment functioned as the way to maintain sympathy response in the social media. This sympathy term was used to create polite comment on Najwa Shihab YouTube Channel.

The sixth strategy, using identity marker, As observed in extract 6, it can be seen that the netizens were using a kind of identity marker that is the use of "mbak" to address the presenter Najwa Shihab. This address term was used correctly based on the identity of the presenter. Since the presenter is a woman, higher in status and older, the use of "mbak" indicates that they were using in-group identity marker correctly. In this word, they applied an address term from Indonesian language that indicated Javanese "mbak" to address the presenter Najwa Shihab which means older sister. As a stated by Trudgill (2000), the degree of politeness in every person in the world are not the same, due to age, sex, state of health, personality and emotional. By referring to Brown and Levinson (1987), these address terms were known as "in-group identity

markers” which aim to minimize the distance between speaker and hearer and to reduce the hearer’s disappointment by expressing friendliness. The use of this identity marker marked the polite comments in the Najwa Shihab YouTube Channel.

The seventh strategy, being indirect, As observed in extract 7, the netizen expressed indirect comment to intellectuals who might refer to the government or whoever is meant there on Najwa YouTube Channel. The netizen commented, “I beg the intellectuals who claim to be clever and often appear on social media please give them (villagers) an explanation of covid-19, pity the medical and victim”. In this statement shows the desire of netizens to ask intellectuals in providing education to commoners. Besides that, the word “begging” also indicates a desire to ask indirectly to the target while providing room for netizens comments. The utterance above used an indirect comment because it wants to save the negative face of the netizens. Yule (1996) further states that within social interaction, people generally behave as if their expectations concerning their public self-image or their face want to be respected.

The eighth strategy was by showing agreement. The examples can be seen in extract 9. the netizen commented, “I strongly agree with kakak [older sister] Najwa ‘solidarity’ that needs to be strengthened now”. The netizen commented that what is said by the presenter Najwa Shihab about solidarity could lead to a source of concern. Holmes (1995) had noted that being polite can be by agreeing and confirming points made by their partners, elaborating and developing their partner’s points from their own experience, disagreeing in a non-confrontational manner.

The ninth strategy was by face-negative threatening acts. The examples can be seen in extract 10. The netizen expressed his disapproval of the statement, “I disagree with statement of the corpse of covid-19 patients who have not transmitted the virus”. He stated that the virus remained dangerous even though the patient had died and possibly it could still transmit the virus. The statement from netizen’ comment refers to one of the presenter’ argumentation about covid-19. Pragmatics according to Mey (1993: 7) is a study to investigate the way when human wants to know more human language behavior to get a fuller, deeper, and also more reasonable reason of the motive in communication. One of the issues in pragmatics is face threatening act (FTA). Brown and Levinson (1987: 61) said that politeness is related to “face”. Then they clarify that everyone wants her/ his face to be noticed. This action is usually called public-self image. the netizen threatened negative face of Najwa Shihab because he commented that can affect the stigma of other netizens so that the utterance can be categorized as utterance that threatened negative face.

The tenth strategy was by giving questions or asking reason. The examples can be seen in extract 11. Netizens expressed questions to the government through their comments. Netizens intended to ask the government for a response. For what they feel. Thus, Netizens were trying to pay attention to covid-19 victims (patients and medics) by asking questions, “where is the government?” in the Najwa Shihab YouTube Channel in Narasi program Eps. Melawan Stigma Corona. The questions is a form of attention to the target object that is given a comment. The authors of the comments explicitly stated their displeasure with the government’s attitude in dealing with covid-19 stigma. The meaning of netizens comments threatened the government’s positive face. Being polite is trying to determine what are appropriate to say to someone else and what not (Holmes, 1992, p.313) are. In questioning section, it is common for the guest to give a good impression, represent a good image, and kind in a public as they wish to be accepted by other people. Questioning will potentially lead to face threatening acts. Questions, according to

Brown and Levinson (1987) can be face-threatening acts; however, questions asked for reasons lead to negative politeness.

The eleventh strategy was by giving using impersonal forms. The examples can be seen in extract 12. The netizen was trying to use an impersonal form to save the face negative. The comment delivered by the netizen without mentioning the name of the target comment. The strategy was adopted to avoid using names of target comment but it was changed by using possessive pronoun “his/her”. This utterance was one part of the negative politeness. That was to use an impersonal form to save the face negative but it threatened positive face of public in her comment. In accordance to FTA, Yule (1996) gives the definition of face. According to Yule, face is the public self-image of a person. It refers to the emotional and social sense of self that everyone has and expects everyone else to recognize. The face saving politeness theory has some strategies to save hearer’s face from threat that include in the utterances.

The twelfth strategy was by using joke. The examples can be seen in extracts 13 and 14. The joke expressed by the netizen was used to cheer up the situation. It can be deduced that by joking can cause laughter among the netizens who have read this comment and it is a way to maintain a harmonious atmosphere, therefore can become a polite comment in using social media. It is also related to what Baldwin (2007) said that humor is a social tool that provides an effective way to reduce psychological distress, communicate a range of feelings and ideas, and increase relationship. Hymes (1994) states that language should be related with the place where and when that language is used. Therefore, people use the language based on social behavior agreed and accepted as their togetherness. In some situation, speakers are often difficult in transferring their ideas by good words which are easy to be understood by the hearer and have a good impact to the hearer (Svarova, 2013).

The thirteenth strategy was dealing with the use of giving praise. The example can be seen in extract 15. Netizens expressed their praise to the figure of Najwa Shihab who is considered netizens to be an aspiration for the people in dealing with the covid-19. An example they commented, “This angel named Najwa, for your consideration”. Politeness is not something we are born with, but something we have to learn and be socialized into, and no generation has been short of teachers and handbooks on etiquette and “correct behavior” to help us acquire polite skill (Watts, 2003, p.10). Politeness is as a strategy of communication to minimize FTA and to maintain the relationship, since the politeness strategy considers the feeling of addressing (Brown and Levinson, 1987). The authors of the comments above have appreciated and given a positive face to the presenter Najwa Shihab, so that the comments were categorized as comments that contain positive politeness. All of those strategies applied in commenting Najwa Shihab’s YouTube Channel on Narasi program Eps. Melawan Stigma Corona showed that netizens are willing to maintain politeness communication in the social media.

Conclusion

After conducting the research, the result showed that there are thirteenth strategies found in this research were expressing wish and gratitude, intensifying support and interest, softening request, being pessimistic, giving sympathy, using identity marker, being indirect, showing agreement, face-negative threatening acts, giving questions or asking reason, using impersonal forms, using joke, and giving praise. All commentators have used similar politeness strategies. The strategy that is mostly used by all commentators is positive politeness, followed by negative politeness in

the second position. The data showed that the four types of politeness strategies suggested by Brown and Levinson were found there.

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