



## Politeness Strategies Instagram Account @bdg.dukcapil In Responding to Comments

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### Abstract

This research aims to determine politeness strategies Instagram account @bdg.dukcapil in responding to comments. Researchers took data from some comments on the Instagram account @bdg.dukcapil which were replied to by the @bdg.dukcapil account. This research is a qualitative research. To analyze the politeness strategies, researchers used the theory of Brown and Levinson. The results of the research show that Instagram account @bdg.dukcapil using positive politeness strategies and negative politeness strategies in responding to comments from commentators. It is hoped that this research provide input for the Bandung Disdukcapil Instagram account to develop ways to respond to comments from commentators. Other objects such as products, figures, or influencers, and news can be used for further research.

**Keywords:** Politeness strategies, comments, Instagram

### Abstrak

*Penelitian ini bertujuan untuk mengetahui strategi kesantunan akun Instagram @bdg.dukcapil dalam menanggapi komentar. Peneliti mengambil data dari beberapa komentar pada akun Instagram @bdg.dukcapil yang dibalas oleh akun @bdg.dukcapil tersebut. Penelitian ini merupakan penelitian kualitatif. Untuk menganalisis strategi kesantunan, peneliti menggunakan teori Brown dan Levinson. Hasil penelitian menunjukkan bahwa akun Instagram @bdg.dukcapil menggunakan strategi kesantunan positif dan strategi kesantunan negatif dalam menanggapi komentar komentator. Diharapkan penelitian ini memberikan masukan bagi akun Instagram Disdukcapil Kota Bandung untuk mengembangkan cara menanggapi komentar komentator. Objek lain seperti produk, tokoh, atau influencer, dan berita dapat digunakan untuk penelitian selanjutnya.*

**Kata kunci:** Strategi Kesantunan, Komen, Instagram

### INTRODUCTION

The use of language is critical in communication, therefore it functions as a medium for individuals to articulate thoughts, convey information, and express opinions. Before engaging in verbal or nonverbal actions, individuals usually consider the methods and vocabulary they will use during the conversation. The thing that needs to be considered in a conversation is politeness. Politeness is an important aspect of social interaction that functions as a mediator between individuals and society. Politeness is not limited to certain groups in society; in spite of this, it extends to all individuals in various conditions and situations who use language as a means of communication in everyday interactions with the aim of fostering positive social relationships. Politeness can be understood as a tool used to show respect for the public image of others. Politeness is not only needed when interacting directly, but also on social media. Nevertheless, there is a lot of hate speech or impoliteness in conveying messages or information, especially on



social media. This also happens on social media owned by public service offices, one of which is the Bandung City Population and Civil Registry Office.

Disdukcapil is a public service that carries out regional government affairs in the field of population administration. Disdukcapil services include making child identity cards, birth certificates, death certificates, divorce certificates, and others. With the advancement of the times, the administration of birth certificates, death certificates, and others can be served not only at the Disdukcapil office but also at several outlets available in the city of Bandung. However, numerous people do not know the service procedures, such as what documents need to be brought and what forms need to be filled out. To find out the information needed, many people look for information on the Instagram account owned by Disdukcapil. This is expected to make it easier for the public so that they do not have to come to the Disdukcapil Office or GEULIS (Outlet for Special Services). Through the Instagram account of the Bandung City Disdukcapil, namely @bdg.dukcapil, the public hopes to be able to find out what documents need to be brought or forms that must be filled out before coming to the Disdukcapil Office or GEULIS. Numerous people visit or follow the account. This is done apart from getting information; the public can also ask questions on the Bandung City Disdukcapil social media account.

Instagram is one of the popular social media platforms for conveying or sharing information. Therefore, it makes several public services have Instagram accounts. One of the public service offices that has an Instagram account is @bdg.dukcapil. The account is the official account of the Bandung City Disdukcapil (Population and Civil Registration Service). The account has more than seventeen thousand followers on Instagram. The account is quite active in conveying information and replying to comments written by the public. Public dissatisfaction with the Bandung City Disdukcapil service is often conveyed through social media. This can be seen from each comment column. The admin of the @bdg.dukcapil account often uploads information and also replies to comments from the public. Comments written by the public can be positive or negative responses. Nevertheless, the social media officer needs to be friendly and polite. A friendly and polite attitude needs to be applied in serving the public both directly (offline) and indirectly through social media. In this case, the researcher is interested in examining the politeness strategy of the @bdg.dukcapil account admin in replying to public comments, both positive and negative comments. As the social media officer of @bdg.dukcapil, a politeness strategy is needed in responding to public comments. Politeness Strategy is one of the pragmatic studies where the study analyzes meaning based on context. The politeness strategy used by public service accounts certainly needs to be studied, considering that the use of the right politeness strategy can affect public satisfaction. This is in line with Brown and Levinson (Dara et al., 2022:17), who stated that one of the politeness strategies, namely positive politeness, is designed to improve the positive image of the interlocutor by positioning the speaker's aspirations as a common desire between both parties. In other words, the use of positive politeness can improve the image of the Bandung City Disdukcapil.

### **Pragmatics**

Pragmatics is a branch of linguistics that focuses on the study of meaning in relation to speech situations. According to Leech in Safnah (2021: 765), pragmatics examines how meaning is shaped by the context in which language is used. This definition aligns with Yule's perspective (2006: 3), which states that pragmatics involves understanding the



meaning intended by speakers (or writers) and interpreted by listeners (or readers). Based on these definitions, we can conclude that pragmatics explores how the meanings conveyed by speakers or writers are understood by readers or listeners, influenced by the context of the conversation.

### **Response**

Harvey and Smith (in MYD et al., 2016:290) categorize responses into two main types:

#### 1. Positive Response

A positive response includes reactions, behaviors, or attitudes that show acceptance, acknowledgment, agreement, and compliance with the standards in the individual's environment. In other words, a positive response reflects the interlocutor's acknowledgment or agreement with what the speaker has conveyed.

#### 2. Negative Response

A negative response is characterized by reactions, behaviors, or attitudes that indicate disagreement with the norms in the individual's environment. This type of response represents a rejection or disagreement with what the speaker has said.

### **Politeness**

Leech (Fitri, 2022:187) describes politeness as an effort to reduce friction and demonstrate respect. In this context, politeness allows individuals to engage with others in a manner that promotes harmony and acknowledges the value of their conversation partners. According to Vidal in Fitri (2022:187), politeness is thoughtfully categorized into three distinct types:

1. The polite nature of civil society, which aligns with societal norms and is viewed as appropriate across various social contexts.
2. Politeness expressed through environmentally responsible behaviors and actions that reflect good manners. Politeness that originates from the characteristics of a wise individual.

### **Politeness Strategies**

Brown and Levinson, as referenced in Dara et al. (2022:17), categorize politeness strategies into four types.

#### 1. Bald-on Record Strategy

The bald-on-record strategy is utilized when the speaker addresses the interlocutor directly. This approach often employs the imperative form of a sentence or demand. According to Yule (1996:63), the bald-on-record strategy is the most direct form of politeness and uses commands without any mitigation. This aligns with Brown and Levinson's definition (1987:94), which states that this strategy is characterized by its directness, clarity, unambiguity, and conciseness. Consequently, the use of this strategy can lead to feelings of surprise, embarrassment, or discomfort for the interlocutor. It is commonly employed by speakers who are familiar with their audience. For example, if a man wishes to borrow a pen, he might use this strategy by simply saying, "Give me a pen" or "Lend me a pen."

#### 2. Positive Politeness Strategy



This strategy demonstrates a level of familiarity between the speaker and an interlocutor who may not know them very well. By aligning themselves with the interlocutor's goals and desires, the speaker seeks to create a sense of shared interest that is mutually beneficial. This approach is intended to enhance the interlocutor's positive image while framing the speaker's aspirations as common desires for both parties. Moreover, this strategy helps foster social relationships, making the speaker appear more comfortable and familiar during interactions. Ultimately, the goal is to bridge the gap between the speaker and the interlocutor by conveying a sense of concern and friendship. Positive politeness strategies include fifteen actions that can be employed toward the interlocutor, such as:

- a. Focusing attention
- b. Giving more attention, acknowledging, or sympathizing
- c. Intensifying attention
- d. Utilizing markers of group familiarity
- e. Seeking agreement
- f. Avoiding conflict
- g. Aligning assumptions with public opinion
- h. Inserting humor
- i. Supporting or agreeing with the interlocutor's opinion
- j. Offering help or making promises
- k. Expressing optimism
- l. Involving both the speaker and interlocutor in an activity
- m. Giving or asking for a specific reason
- n. Indicating or assuming similar actions
- o. Giving a gift.

3. Negative Politeness Strategy

Negative politeness strategies are actions intended to minimize the negative impact on the speaker's self-image while addressing the desire to avoid imposing on others. These strategies help protect the speaker's actions and intentions from being disrupted. They are based on the concept of appreciative behavior, similar to positive politeness strategies, but they have a more focused approach. In this context, the speaker aims to provide support to lessen a burden that the interlocutor cannot avoid. The primary purpose of using negative politeness is to acknowledge the potential imposition or disruption that the speaker might cause by entering the interlocutor's personal space. This reflects an awareness of the social boundaries that exist in a given context. For example, a speaker may say, "If you don't mind, could you close the door?". Negative politeness strategies can be expressed through several methods, including:

- a. Indirect statements
- b. Questions or avoiding questions
- c. Pessimism
- d. Reducing demands
- e. Self-deprecation



- f. Apologies
- g. Personalization of both the speaker and the listener
- h. Presenting threats as widely accepted norms
- i. Using nominalization (turning verbs into nouns)
- j. Explicitly acknowledging another person's actions as valuable, which is an effective communication strategy.

4. Off-record Politeness Strategy

According to Brown and Levinson (Dara et al., 2022:17), the concept of "off-record" refers to a style of communication that is not characterized by a specific intention. In simpler terms, this indirect or disguised strategy is employed subtly and does not clearly convey a particular communicative intent. The speaker distances themselves from the action, allowing the listener or interlocutor to interpret the message on their own. This approach is often used when the speaker intends to perform an action that could potentially threaten their social standing or "face" while minimizing personal responsibility for it. Brown and Levinson (2022:17) also assert that the severity of an action influences the number of strategies a speaker may choose to employ. A greater variety of strategies generally indicates a higher level of politeness, in contrast to situations where fewer strategies are utilized. However, it is important to note that no single politeness strategy is inherently superior to another. A strategy is deemed polite if it is appropriately applied within the specific context of the interaction. Additionally, Brown and Levinson (Dara et al., 2022:17) highlight that the significance of an action is influenced by three interrelated variables within a society: relative P (power), which reflects the authority of both the speaker and listener; D (distance), which denotes the social distance between them; and R (ranking), which indicates the level of coercion or seriousness of the action. For example, the statement "The door is open" can be interpreted as the speaker indirectly suggesting that the interlocutor should close the door.

### **Social Media**

According to Standage in Fuchs (2017:38), social media is a platform where information is shared between individuals through social connections, fostering distributed discussions or communities. In simpler terms, social media enables users to communicate and exchange information, encouraging conversations and the formation of communities.

### **Instagram**

Instagram is one of the social media platforms that relies on internet connectivity and is shaped by its users through the uploading of photos and writing of captions. This aligns with Meikle in Fuchs (2017:8), who describes social media as a collection of internet-based communication platforms that operate on a business model driven by user-generated content. This model allows for the integration of both public and private communication. Other examples of social media platforms include Facebook, Twitter, Reddit, Tumblr, Pinterest, Blogger, and YouTube.



## METHOD

In this study, the researcher used a qualitative descriptive research method. According to Cresswell (2014:238), the idea behind qualitative research is to deliberately select participants or locations (or documents or visual materials) that best help researchers understand the problems and research questions. In other words, finding data or documents can help researchers understand the issues being studied.

The method that will be used in this research is netnography. According to Kozinets (2002) "netnography" can also be called ethnography on the internet, or from "Inter[net] and et[nography]", which is a new qualitative research methodology that adapts ethnographic research techniques to study various cultures and communities collected through communications using computer media (Purwanto & Ihalauw, 2016:220). As a marketing research technique, "netnography" uses information published in online forums. In this study, researchers collected comments on the Instagram account @bdg.dukcapil, the comments of which were replied to by the @bdg.dukcapil account.

## FINDING

### Positive Politeness Strategy

#### DATA 1



Commentator:

“Siang min, sya dri warga luar bandung.. krna kerja di bandung bisa kan aktifask di bandung...”

“Good afternoon, I'm not from Bandung. Since I work in Bandung, can I activate it in Bandung?”

Account @bdg.dukcapil:

“@dhany.arieff bisa kak”

“Yes, you can”

In the data above, the commentator asked in the comment column of the @bdg.dukcapil account and the comment was replied to by the @bdg.dukcapil account by supporting the interlocutor's question. This can be seen from the phrase "bisa kak" which means "yes, you can". The response of the @bdg.dukcapil account above uses a positive politeness strategy by supporting the interlocutor.

#### DATA 2



## Politeness Strategies Instagram Account @bdg.dukcapil In Responding .....240-249 Tina Merlina, Kusnadi Kibet Leksmana



liesendi 3w

Tetep aja harus ke kantor dukcapil  
scan QR doang 😊  
Reply See translation



bdg.dukcapil 3w • Author

@liesendi iya untuk verifikasi  
dan validasi agar tidak  
disalahgunakan pihak lain  
Reply See translation



Commentator:

*“Tetep aja harus ke kantor dukcapil scan QR doang”*

*“You still have to go to the Civil Registry Office and just scan the QR code”*

Account @bdg.dukcapil:

*“iya untuk verifikasi dan validasi agar tidak disalahgunakan pihak lain”*

*“Yes, for verification and validation so that it is not misused by other parties.”*

In the data above, the commentator asked in the comment column of the @bdg.dukcapil account and the comment was replied to by the @bdg.dukcapil account by giving certain reason. This can be seen from the word "agar" which means "so that". The response of the @bdg.dukcapil account above uses a positive politeness strategy by giving certain reason to the interlocutor.

### Negative Politeness Strategy

DATA 1



astaty\_ash 3w

Hallo Selamat siang. Saya ingin  
membuat E-KTP menggunakan KK  
dari provinsi NTT apakah bisa?  
Sebelumnya saya belum punya  
E-KTP. Terimakasih  
Reply See translation



bdg.dukcapil 3w • Author

@astaty\_ash halo, mohon  
maaf saat ini kami hanya  
melayani cetak KTP warga  
Kota Bandung saja  
Reply See translation



Commentator:

*“Hallo Selamat siang. Saya ingin membuat E-KTP menggunakan KK dari provinsi NTT  
apakah bisa? Sebelumnya saya belum punya E-KTP. Terimakasih.”*

Hello, good afternoon. I want to make an E-KTP using a Family Card from the NTT province. Is that possible? I have not had an E-KTP before. Thank you

Account @bdg. Dukcapil:

*“Halo, mohon maaf saat ini kami hanya melayani cetak KTP warga kota Bandung saja.”*

*“Hello, I'm sorry, currently we only serve to print ID cards for Bandung city residents.”*



In the data above, the commentator asked in the comment column of the @bdg.dukcapil account and the comment was replied to by the @bdg.dukcapil account by expressing an apology. This can be seen from the phrase "*mohon maaf*" which means "I'm sorry". The response of the @bdg.dukcapil account above uses a negative politeness strategy by apologizing to the interlocutor.

## DATA 2



Commentator:

*“Minn kenapa ya aplikasi Salaman perbaikan terus dari pas puasaa sampai saat ini.”*

“Hello, good afternoon. I want to make an E-KTP using a Family Card from the NTT province. Is that possible? I have not had an E-KTP before. Thank you.”

Account @bdg. Dukcapil:

*“engga kok, non aktif hanya di saat cuti bersama”*

“No, it's only inactive during joint leave.”

In the data above, the commentator asked in the comment column of the @bdg.dukcapil account and the comment was replied to by the @bdg.dukcapil account by avoiding the question. This can be seen from the phrase "*engga kok*" which means "no". The response of the @bdg.dukcapil account above uses a negative politeness strategy by avoiding the interlocutor's question.

## CONCLUSION

From the results of this research, it can be concluded that Instagram account @bdg.dukcapil using positive politeness strategies and negative politeness strategies in responding to comments from commentators. The @bdg.dukcapil account uses positive politeness by supporting and giving certain reason to the commentators. Moreover, the account also uses negative politeness by apologizing and avoiding the interlocutor's question.

## SUGGESTIONS

This research is expected to provide input for the Bandung City Disdukcapil. Thus, the managed Instagram account can develop ways to respond to comments from commentators. In responding to comments, the Instagram account @bdg.dukcapil uses more positive politeness by supporting and giving certain reasons to the commentators. Therefore, it can utilize other positive politeness strategies such as giving attention, inserting humor, or making promises to commentators.



Other researchers who want to conduct research on politeness strategies in responding to comments can use other official Instagram accounts or other social media. In addition, other research objects that can be used, such as products, figures, or influencers, and news.

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