

CHAPTER II

LITERATURE REVIEW

This chapter is divided into two sections. The first section is previous study, which has similarities with the current study. The second section is underlying theory, consists of pragmatic basic theory, politeness strategy theory, and several types of politeness strategies.

A. Previous Study

The researcher conducted several studies to ensure the validity of the research.

The First study is from Irhas Azmi (2019). This study discusses Hillary Clinton and Donald Trump's politeness strategies during the first US presidential campaign debate. This debate brings up several problems such as economy and creation of job. The purpose of this study is to analyze the used politeness strategies by two candidates. From the data it as found that the two candidates used four types of politeness strategies. They are positive politeness, bald on record, negative politeness, and off record. It is observed that Hillary Clinton demonstrates selectivity in her speech, employing more positive and negative politeness strategies. In contrast, Donald trump is noted for his critical and sometimes imposing rhetoric, employing both bald on record and off record strategies that require hearers to understand the context of his utterance.

The Second study is by Regita Widya Murti (2020). The purposes of this research were to determine the politeness strategies employed in

Indonesian Politicians twitter account comments. The goal of this study is to identify the types and the most dominant types of politeness strategies used by netizen while commenting on Indonesian Politician Twitter accounts. Brown and Levinson's politeness strategies theory was used to analyze these goals. The researcher collected 15 comments from each twitter account, so there was a total of 75 comments. From netizen comments, there are 12 positive politeness strategies, 15 Bald on record, 10 negative politeness, and 38 off records.

The Third study is by N. Silitonga (2021). The purpose of this research is to analyze the politeness strategies used by Indonesian's internet users on Anies Baswedan's Twitter and Instagram accounts. It can be concluded that four politeness strategies were used by Indonesian netizen in their comment on Anies Baswedan's Twitter and Instagram accounts; they are Bald on record, off record, positive politeness, and negative politeness. There are 35 comments on the Twitter account. There are 9 (25.71%) Negative politeness, 13 (37.14%) Positive politeness, 2 are Bald on record, and 11 are Off record (31.42%). There are 69 (66.34%) comments on the Instagram account. In total, non-comments were used in bald on record, 36 are positive politeness (53.17%), 22 are Negative politeness (31.88%), and 11 are Off record (15.94%). Positive politeness is the most frequently used politeness strategy in the comments.

The fourth study comes from Indahsari & Surjowati (2021). The goal of this study is to examine the various types of politeness strategies

employed by host Mata Natjwa when conducting interviews with guest stars. This study aims to investigate how power relation between the host and the guest affects the use of politeness strategies. The researchers conducted a qualitative descriptive study in which all data were analyzed descriptively by using Brown and Levinson's (1987) theory. The data is taken from the MN episode titled "Cipta Kerja: Mana Fakta Mana Dusta." After collecting the data, it was reduced and categorized using Brown and Levinson's (1987) classification theory. The finding show that Natjwa uses positive politeness with the kind of seeking agreement, asserting S's pre suppositional knowledge about caring H's wishes, avoids agreement, uses group identity markers, and engages speakers and listeners in the activity. Negative politeness and bald on record strategy are less common, involving minimizing imposition on the other person, and questing and hedging. Additionally, task-oriented strategies are identified under the bald on record category.

The fifth study is conduct by Rahman, Rangkuti, & Mono, (2021). This study employs a qualitative descriptive approach based on existing facts to examine the politeness strategies used by Anies Baswedan in an interview on humanities in Southeast Asia. The data for this research were obtained from YouTube, consisting of phrases and clauses containing politeness strategies. Brown and Levinson's Politeness Strategies theory is applied to categorize and identify the types and sub-strategies of politeness. The study takes a pragmatic perspective. The analysis reveals

three types of politeness strategies in the interview: Bald on record, positive politeness, and negative politeness.

The sixth study is by Sholehah & Kusumaningtyas (2022). This study aims to investigate the types and the dominant of politeness strategies used by netizens commenting on politician twitter accounts. The descriptively qualitative method was utilized by the researcher. The goal of this study is to discover, categorize, and analyze the function and types of politeness strategies utilized in twitter comments. In collecting data, the researchers concentrate on the utterances that contain the politeness strategies created by netizens commenting on a politician twitter account.

The seventh study is from Alcosero & Gomez, (2022). The goal of this research was to analyze how viewers are influenced by the politeness strategies used in YouTube reactions vlogs. Content analysis was done to identify the politeness strategies used in vlogs using Brown and Levinson's politeness theory. The result show that there 231 politeness utterances were used. Positive politeness (48.05%) was the most frequently used, followed by bald on record (25.11%), negative politeness (12.99%) and off record (13.85%). A phenomenological approach was used to elicit the perspective of 14 teachers who took part in comprehensive interviews and focus group discussion regarding how politeness strategies in reaction vlogs influence viewers.

The eight study is from Amalia Hafid et al. (2022). The research's title is Teenagers Language Politeness Strategy on social media WhatsApp

depending on education level. In social media, Language politeness is still frequently ignored. The purpose of this research is to describe teens' politeness strategies in social media chats, specifically in the WhatsApp group of junior high, senior high, and college students. The population was whole sentences in WhatsApp group conversations, and the researcher was quantitative and qualitative descriptive. The recording period for each group's conversation is during September 2021. The data is collected by exporting the chat data to Ms. Words. The data were organized by input date and then classified according to Brown and Levinson's politeness theory. Makassar's cultural perspective was applied to interpret the data classification results. The finding showed that teenagers utilized three types of politeness strategies more frequently on the social media WhatsApp. 1) Bald on record involving questions, commands, and request. This strategy is used by teenagers in three-level education. 2) Positive strategies involve humor/jokes, identity, and paying attention. The college and high school teenagers employ jokes and identity. However, college teenagers are the only ones that use paying attention's strategy. 3) Negative strategies involve apologizing, be-thankful, and questions. Teenagers in high school and college use the thanks and apology strategies.

The Ninth study is from Yulandari, (2022) the aims of this article is to describe male-language politeness strategies in group WA interactions. This is qualitative descriptive research. All the speeches in

the WA alumni/bachelor groups were included in the population. Data collection in WA interactions was collected in August-September 2022. The data was collected by collecting screenshots of the WA group. Then utilize the note-taking technique in MS Word. The obtained data is then coded applying Brown and Levinson's politeness theory. The finding showed that male interactional in GK tends to use blunt and positive politeness strategies. While in GA, men utilize both positive and negative politeness strategies. This points out that the men's communication in GK is less polite, especially if the interlocutor has a close social distance with him. Male speech tends to be more polite in GA conversation as seen by the use of language politeness strategies.

The last of previous research is from Syahputra, Hartati, & Amri, (2023). This study intends to investigate the types of politeness strategies employed by Sule in his podcast with Rizky Febian, as well as the factors that influence his usage of politeness strategies. This research belongs to descriptive qualitative research. The data was obtained by transcribing all of the utterances made during the podcast. Then, the data was eliminated and sorted. Only utterances from Sule and Rizky Febian were analyzed, encoded, described and shown in a discussion. Sule employs four politeness strategies. They are bald on record, positive politeness, negative politeness, and off record. Nevertheless, Sule employs a positive politeness strategy in questioning his guest. The positive politeness strategy realized in the podcast included paying attention, attending to

hearer, exaggerating, intensify interest to hearer, use group-identity markers, seeking agreement, avoiding disagreement, joking, being optimistic, giving or asking for specific reasons, and giving gifts to the hearer. The reason for utilizing each strategy is based on the response he received from the guests, the closeness aspect, and the considering the risks of each strategy.

From the results of previous researches discussion above. We know that the three researches discuss the interest of politeness strategy used by politicians in twitter. Meanwhile, there is one research that discusses about politeness communication in Instagram. Even though, the researcher has similar topic about politeness strategy and social media. However, the researcher has different object and research technique. Beside it, the researcher concentrates on analysis politeness strategies in general. The researcher analyzed politeness strategy on comment Influencers Instagram account.

B. Underlying Theory

Theories are necessary when conducting research to explain certain terms or concepts in order to avoid misunderstandings between the researcher and the readers. Several research terminologies should be defined clearly. The following terms are introduced and discussed in this study:

1. Pragmatic

Pragmatics is a discipline of linguistics that assesses language from the viewpoint of speaker's and is dependent on the context of the

utterance. Pragmatics is a contextual meaning study. This is related to humans' interaction. In order to have positive interactions with others, people must respect one another. People must consider politeness in order to respect others. As a result, one of the units studied in pragmatics is politeness.

Here are some linguist meanings of pragmatic;

According to Levinson (1983) Pragmatic is the study of language use, that is the relationship between language and context, which is the foundation of language comprehension and involves generating inferences that all relate what is said to what is mutually assumed or what has been said previously. Pragmatic can also handle the speaker-hearer problems, particularly the perspective problem. Yule (1996) argues that Pragmatics is the study of contextual meaning because it is more concerned with determining what people mean by their utterances than with what they mean. This means that the subject is related to people and context of the situation. Learning pragmatics makes communication considerably easier because it allows people to understand the intended meaning of another person's utterances as well as the context.

Furthermore, according to Bublitz and Norrick (2011), pragmatic is the study of communication principles to which people adhere while interacting sensibly and efficiently in social contexts. These principles are used by speaker/writer to convey additional meaning to a sentence,

and by hearer/readers to infer the possible meaning of an utterance from all options available in a particular context. The study of meaning in context is referred to as pragmatic. This approach must also explore how listeners can make assumption about what is stated in order to get an interpretation to infer the intended meaning of the speaker. This type of study explores how much unspoken things are identified as being part of what is communicated. It could be called “invisible meaning”. The study of language, meaning, and communication context is known as pragmatic.

2. Politeness Strategy

One of the language phenomena for communication is politeness. It is a branch of linguistic concerned with social interaction in communication in order to avoid misunderstandings. politeness is important in communication because it generates good communication between a speaker and an the interlocutor (Muhria, Supriatna, & Gusmayanti, 2023). Those statement is in line with Sholehah & Kusumaningtyas, (2022) opinion that Politeness is a communication manner or etiquette that aims to respect one another when communicating.

Politeness raises the issue of the relationship between something said and the hearer’s judgment and response to what the speaker says (Grundy, 2000). This idea is not different to (Yule, 1996), if politeness has the functions of showing awareness for other people’s face when

responding to persons who are at a distance from each other. Politeness are influenced by social status, power, distance, and imposition ranking (Brown & Levinson, 1987). Meanwhile, according to Holmes (1995) being polite means expressing respect towards the person you are talking to, and avoiding them, or showing good concern for other people, as well as behavior of maintaining distance that does not force oneself.

According to Brown & Levinson, (1987) , politeness is related to the concept of face. In their opinion, speakers have a responsibility to respects one's self-image or face. Face is a kind of public self-image that every person has. Face refers to an individual's regard for herself or himself, as well as retaining such "self-esteem" in private or public contexts (Indahsari & Surjowati, 2021). The face is emotionally invested and can be lost, maintained, or enhanced, and it must always be considered in interactions. In general, people cooperated (and assumed each other's cooperation) in sustaining face in interaction, with such cooperation based on the mutual liability of face. All interactants are interested in retained two kinds of 'face' during interaction, they are:

- a. Positive face: every member's desire for his wants to be desirable to at least some others. Positive face is defined as people's positive and consistent self-image, as well as their desire for approval. Alcosero & Gomez, (2022) define it as the desire to be accepted by

others. Positive face refers to the desire for people to be treated well and respect in all aspects.

- b. Negative face: Every 'competent adult member' wishes for his conduct to be uncontrolled by others. Negative face refers to a person's desire to not be bothered by others, to be autonomous, and to act freely (Muhria et al., 2023). The negative face includes the fundamental territorial claims, personal protection, and the right not to intervene. The necessity to be available by allowing them to do anything is referred to as the negative face.

Based on the definitions of the term 'politeness' provided by many authors, we can conclude that politeness is behavior that is somewhat formal and distancing, with the purpose of either invading or imposing. Politeness in interaction can be characterized as the ability to recognize another person's face. Politeness can be attained in conditions of social distance or proximity in this way.

3. Types of Politeness Strategy

Brown & Levinson (1987), distinguish four types of politeness strategies: positive politeness, negative politeness, bald on-record, and off-record. The fundamental idea is to realize distinct strategies utilized by different persons in their interactional habits to satisfy specific desire from face.

a. Positive Politeness

Positive politeness is used to minimize threats to the listener's positive face (Brown & Levinson, 1987). Sholehah & Kusumaningtyas, (2022) defined positive politeness as communication concerned on the person's positive face. Positive politeness is used to demonstrate solidarity and closeness, making everyone in the conversation feel more at ease because they all have the same conversational aim (Ayalus, Yola, & Bram, 2022). According to Brown & Levinson, (1987) theory, there are fifteen strategies can be utilized to convey positive politeness. Among these strategies are the following:

1) Notice and attend to hearer

In general, this strategy suggests that speaker should pay attention to aspects of hearer's condition (noticeable changes, remarkable things, anything that seems to indicate that H would like to S to notice and approve of it).

Example: *What a beautiful vase this is! Where did it come from?*

2) Exaggerate

Exaggerated intonation, emphasis, and other prosodies, as well as intensifying modifiers, are frequently used in this strategy.

Example: *She has an extraordinary talent. I've never seen anyone that brilliant!*

3) Intensify interest to hearer

Another way for S to show H that he shares some of this desire is to intensify H's interest in S's contributions to the discussion by sharing a good story.

Example: *There's one interesting fact you might not be aware of.*

4) Use in-group identity marker

This method addresses the usage of in-group identity markers, which can make the listener feel satisfied and respected. S can claim the likeness that the definition of the group provides by employing one of the many methods of conveying membership in a group. In conveying of group member, the speaker can use terms such as honey, dear, luv, babe, mom, bro, sister, sweetheart, darling.

Example: *Bring me your dirty clothes to wash, Darling.*

5) Seek agreement

This strategy is utilized to make the utterance according to the desires of the listener. This strategy helps strengthen relationships and communication by finding agreement, fostering a sense of understanding and unity between the speaker and the listener.

Example:

A: Siti went to Jakarta this weekend!

B: To Jakarta!

6) Avoid disagreement

To avoid disagreement in positive politeness, someone can employ the following strategies: using token agreement, pseudo-agreement, white lies, and hedge opinions. Using these strategies, someone can keep the conversation going well and satisfying the desire of speaker to be respected.

Example: *I appreciate your opinion, even though I may have a slightly different perspective.*

7) Presuppose/raise/assert common ground

This positive politeness strategy is further subdivided as follows: using gossip or small talk, using point-of-view operations, using presupposition manipulations.

- a) Gossip or small talk. The value of speaker's spending time and effort on bring with hearer, as a sign of friendship or interest in him, gives rise to the strategy of redressing an FTA by talking for a while about unrelated topic.
- b) Point-of-view operations by using deixis it is used to minimize the distance between the viewpoints of the speaker and hearer.

- c) Presupposition manipulation means that the speaker presupposes something that it is mutually taken for granted.

Example: *I'm sure we all agree that education is the best investment for our future.*

8) Joke

Jokes are founded on mutually shared prior knowledge and values and can be used to emphasize that common background or values. Joking is an acceptable politeness strategy to make H feel comfortable. Jokes are a great way to lighten the mood and make people smile or laugh. They often use wordplay or situational humor to create a comedic effect.

Example: *why do computers always get a headache? Because they're constantly receiving information at 'to fast' a rate!*

9) Assert or presuppose speaker's knowledge of and concern for H's wants

One way to demonstrate that speaker and hearer are cooperators, and so potentially put pressure on H to cooperate with S, is to assert or suggest awareness of H's wishes and willingness to modify his own will to them. This strategy is used to show consideration for hearer's wants and is often employed to create a closer and friendly relationship.

Example: *I know you enjoy classical music, so I thought you'd like this concert*

10) Offer and promise

To mitigate the potential threat of some FTAs (Face Threatening Act), S may choose to emphasize his collaboration with H in another way. Offers and promises are a natural result of using this strategy; even if they are inaccurate, they demonstrate S's good intentions in achieving H's positive face wants.

Example: *if you need additional assistance, I'm ready to help whenever you need it.*

11) Be optimistic

Speaker is optimistic that hearer wants speaker's desires and will assist him in obtaining them. Such optimistic FTA expressions appear to act by minimizing the size of the facial threat. This strategy is used to convey a positive outlook or confidence in a situation. It can provide encouragement and positive motivation to the hearer.

Example: *I believe we can complete this project on time with hard work and good teamwork.*

12) Include both the speaker and the hearer in the activity

S can employ the cooperative assumptions and redress FTAs by utilizing an inclusive 'we' form when he truly means 'you' or

'me'. This strategy helps create a sense of shared involvement and collaboration between the speaker and listener in the proposed activity.

Example: *Let's both come in early tomorrow to help prepare everything*

13) Give or ask the reason

Another advantage of involving H in the action is that S may give reasons for what he wants and why he wants it. Giving a reason implies cooperation and indicates what assistance is required.

Example: *Why don't we go to the market?*

14) Assume or assert reciprocity

The existence of collaboration between speaker and hearer may also be claimed or suggested by providing proof of reciprocal rights or obligations arising between S and H.

Example: *I always attend your meetings, so I hope you'll attend mine as well*

15) Give gifts to Hearer (goods, sympathy, cooperation)

S can satisfy H's positive-face want (that S wants H's want to some extent) by actually satisfying some of H's wants; as a result, we have the traditional positive politeness action of gift-giving that includes not only tangible gifts (which demonstrate that S is aware of some of H's desires and wishes for them to be

fulfilled) but also the desires to be liked, loved, cared for, understood, listened to, and so on.

Example: *I'm delighted to hear about your dog*

b. Negative Politeness

Negative politeness is more concerned with saving face act, therefore one will tend to show respect, emphasize the value of other's time or attention and apologize for the imposition or interference (Sholehah & Kusumaningtyas, 2022). This strategies are oriented at the listener's negative face and emphasize avoidance of imposition on the listener (Makasiahe & Suryani, 2020).

These are ten strategies for indicating negative politeness, according to Brown & Levinson (1987) theory of politeness, the strategies are as follows:

1) Be indirect

In this strategy, a speaker must contend with two opposing tensions: the desire to provide the listener an 'out' by being indirect, and the want to go on record. In this situation, it is resolved by sacrificing conventional indirectness by employing phrases and sentences with contextually unambiguous meanings that differ from their literal meanings.

Example: *Could you pass the sugar?*

2) Use questions and hedges

A 'hedge' is a particle, word, or phrase in the literature that affects the degree to which a predicate or noun phrase belongs to a set. It states that membership is either partial, true just in one sense, or more true and complete than one might assume.

Example: Won't you close the door? (which could be glossed as 'I hedged request that you close the door')

3) Be pessimistic

This strategy redresses the hearer's negative expression, which expresses doubt about the speaker's speech act's appropriateness. The usage of the subjunctive appears to be important in satisfying this aim.

Example: *Could you jump over that nine-foot fence?*

4) Minimize the imposition

Strong imposition may harm the listener's face in both positive and negative ways. The speaker should then consider social elements such as distance and power during the interaction. By considering these factors, speaker can adjust the weightiness of the imposition so that the hearer accepts it well.

Example: *I know you have a busy schedule, but could you spare a few minutes to discuss this matter?*

5) Give deference and be deferent to the hearer

There are two ways to express the respect strategy. First and foremost, the speaker is usually humble. Second, the speaker has a higher regard for the listener. In this case, the speaker acknowledges that he is unable to confine the audience. It's a form of mutual respect among speakers.

Example: *Excuse mam, sir, but would you mind if I close the door?*

6) Apologize

By apologizing for performing the FTA, the speaker might express his unwillingness to offend on the hearer's negative face, therefore partially redressing the offense.

Example: *I'm really sorry if my comments came across as insensitive. That wasn't my intention.*

7) Impersonalize speaker and hearer

The primary idea behind this strategy is to avoid referring to people who are participating in FTAs. The speaker should avoid using the words 'I' and 'you' in the dialogue because they may reflect imposition.

Example: *I ask you to clean this for me.*

8) State of the FTA as general rule

Stating the FTA as the general rule in the interaction is a safe technique to reduce the imposition. The FTA can be expressed

by Speaker as a social rule or obligation that the hearer must follow. This way, the speaker does not appear to be imposing on the listener.

Example: *To all passengers please deference from flushing toilets on the plane*

9) Nominalize

The level of formality is related to this strategy. To formalize the statement, the speaker can replace the subject, predicate, object, or even complement.

Example:

(a) *We need to find a solution to this ongoing issue*

(b) *We need to find a solution to the ongoing issue*

10) Go on record as incurring debt, or as not indebting the hearer

In this strategy, the speaker generally makes a big impression on the listener by going on record. The speaker may also assertively claim debt as FTA feedback.

Example: *It wouldn't be any trouble; I have to go there anyway.*

c. Bald On-Record

Bald on record strategy is core concept. It indicates that the speaker expresses himself or herself explicitly and directly to the listener. According to Brown & Levinson (1987), bald on record demonstrates that in order to maximize the utility of

communication, people must evaluate quantity, quality, relevance, and also manner. It indicates that people should tell the truth, say no more or less than is necessary, stay on subject, and avoid ambiguity. It is the most effective way to avoid misunderstanding, but it also carries the greatest risk of endangering the hearer's face. People can use its five sub-strategies to implement this strategy. They are; show disagreement (criticism), offer suggestions/advice, request, warn/threaten, and use imperative form.

1) Show disagreement

In showing this strategy, the speaker states an utterance which is contrary with hearer.

Example:

Ami: "Mama was going to let her take me"

Nanny: "No, Ami. Your mother would never have allowed it"

2) Giving advice/suggestions

This sub-strategy is done by making direct and explicit suggestion/advice to the listener.

3) Requesting

This sub-strategy is used to convey the speaker's aim by giving or making a request to the listener.

4) Warning/threatening

This strategy is used to express disagreement or potential consequence that may arise if specific actions are not taken or

if agreements are not respected. It is a way to influence the behavior or decisions of others by implying threats or giving warnings about potential negative impacts.

5) Use imperative form

The imperative form is commonly used to make a command. It just contains the base form of the verb. Although the imperative subject is not always evident, it is always you since the speaker who issues the order always requests something from the second person or you.

d. Off-Record

Off record is defined by Brown & Levinson (1987) as the use of indirect language to remove the speaker from the possibility of being impose. These are fifteen strategies for indicating off record, according to Brown & Levinson's (1987) politeness theory. The strategies are as follows:

1) Give hints

When the speaker says something clearly irrelevant, he invites the listener to consider several relevance meaning. The main mechanism that exists here is the violation of the relevance maxim. It is performed through hints or clues, which consists of 'raising the topic of some desired conduct A, for example, by saying motives or reasons for doing A'.

Example: *It's hot in here (c.i. open the window)*

2) Give association clue

A similar type of implicature caused by a violation of relevance is provided by saying whatever is related to the hearer's required action, either by precedent in the experience of the speaker and hearer or by shared knowledge regardless of their interactional experience.

Example: *Oh God, I've got headache again... (Maybe use to convey a request for aspirin)*

3) Presuppose

This strategy's utterance can be almost entirely relevant in context while yet violating the maxim of relevance at the level of its presuppositions. For example: when someone implicates a criticism on his friend responsibility to wash a car, he says "I washed the car again today".

4) Understate

Understate is one technique for establishing implicature by stating less than is required. A common technique to build an understatement is to select a point on a scalar predicate (e.g., high, good, nice) that is much below the point that truly describes the state of affairs, or to hedge a higher point that can entail the lower actual state of affairs.

Example: *She has a modest level of knowledge about that subject.*

5) Overstate

If a speaker talks more than is necessary, he violates the quantity maxim in another way. Furthermore, the implications frequently extend much beyond what is expressed.

Example: *The concert truly shook the entire world.*

6) Use tautologies

The strategy for reaching conclusions by violating the quantity maxim is to reveal the patent and needed truths. Speaker encourages hearer to seek informative interpretations of uninformative utterances by uttering a tautology.

Example: *Girls will be girls*

7) Use contradiction

Contradiction, as well as the ironies, metaphors, and rhetorical questions involve violating maxim of quality. This can be accomplished by saying two contradicting statements. Speaker gave the impression that he could not tell the truth. As a result, he urges hearer to seek an explanation that reconciles these two contradicting propositions.

Example: *Well, Siti is here and she isn't here*

8) Be ironic

If there are evidence that his intended message is being communicated, the speaker can indirectly convey it by saying the opposite of what he means. Such clues may be prosodic

(e.g., nasality), kinesics (e.g., a smirk), or simply contextual, such as Tommy is real genius.

9) Use metaphor

The use of metaphor is usually noticeable, but it is not always the aim to use all of the metaphor's connotations.

Example: *Harry's a real cat. (He walks like a cat)*

10) Use rhetorical questions

This strategy can be implemented by asking questions with no intention of receiving an answer in order to break the sincerity condition on the inquiry that speaker wants hearer to furnish him with the specified information.

Example: *How many times I had to tell you ...? (c.i. Too many)*

11) Be ambiguous

Intentional ambiguity can be achieved through metaphor, as it is not always clear which connotation the metaphor is intended to utilize.

Example: *John's a pretty smooth cookie*

12) Be vague

S may violate an FTA by being vague about who the FTA's object is, or what the infraction is.

Example: *We should do that thing we talked about.*

13) Over-generalize

The application of rules may leave the FTA objects behind: for example: People who enjoy eating junk food must have health problems. This is an overgeneralization because not everyone who consumes fast food experiences health problems.

Example: *People who enjoy eating junk food must have health problems.*

14) Displace Hearer

S may lose track of who the target FTA is, or he may pretend to pass the FTA on to someone who will not endanger him, hoping that the real target learns the FTA is aimed at him.

15) Be incomplete, use ellipsis

In addressing questions, various conversational setting legitimized elliptical utterances. But they are also guaranteed in FTAs. Speaker can leave the implicature 'hanging in the air' like a rhetorical question by canceling half of the FTA.

Example: *Well, if one leaves one's coffee on the wobbly table...*

C. Theoretical Framework

In this research, the researcher analyzed politeness strategies on comment in influencers Instagram account. First, the researcher used several theories of pragmatic, such as George Yule, Levinson, and Bublitz & Norrick. Pragmatic is the study of language use, that is the relationship between language and context, which is the foundation of language comprehension and

involves generating inferences that all relate what is said to what is mutually assumed or what has been said previously (Levinson, 1983). Pragmatics is the study of contextual meaning because it is more concerned with determining what people mean by their utterances than with what they mean. This means that the subject is related to people and context of the situation (Yule, 1996). Pragmatic is the study of communication principles to which people adhere while interacting sensibly and efficiently in social contexts (Bublitz & Norrick, 2011). As a result, Pragmatic is the study of language, meaning, and communication context.

Second, the researcher used politeness strategies theory from Brown and Levinson (1987). Politeness are influenced by social status, power, distance, and imposition ranking (Brown & Levinson, 1987). There are four types of politeness strategies such as positive politeness, negative politeness, bald on record, and off record. The researcher also used several previous researches to support this research. The researcher used those theories to analyzed the types and the dominant types of politeness strategy on comment in Influencers Instagram account. The theoretical framework underlying in this research is given in the following diagram:

Figure 2. 1 Theoretical Framework

