

## **An Analysis of Politeness Strategies on Comment of Katy Perry Twitter Account**

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### **Abstrak**

Saat ini, komunikasi tidak hanya bisa dilakukan secara langsung, ada banyak media yang dapat digunakan untuk berkomunikasi, salah satunya adalah media sosial. YouTube, Instagram, Facebook, Twitter, Line, Pinterest, WhatsApp, Tik-Tok, Snapchat, Skype, dan LinkedIn adalah jejaring sosial yang paling populer. Penelitian mengenai strategi kesantunan dalam komentar di twitter masih jarang dilakukan. Analisis ini difokuskan untuk menganalisis strategi kesantunan pada komentar akun twitter Katy Perry dengan menggunakan teori yang dikemukakan oleh Brown dan Levinson. Jenis strategi kesantunan apa saja yang digunakan pada komentar akun twitter Katy Perry dan bagaimana menelaahnya untuk mengidentifikasi jenis yang paling banyak digunakan. Penelitian ini menggunakan desain kualitatif untuk menyajikan data dalam bentuk deskripsi kualitatif. Penelitian ini berfokus pada analisis komentar twitter yang berkaitan dengan strategi kesantunan yang digunakan oleh netizen pada akun Katy Perry. Analisis dilakukan dalam tiga tahap: mengidentifikasi ujaran netizen yang relevan, mengklasifikasikannya ke dalam empat jenis strategi kesopanan, dan mendeskripsikan fungsi pragmatis dan implikasi kontekstualnya. Hasil penelitian menunjukkan bahwa terdapat 26 komentar yang terdiri dari akun Katy Perry. Secara keseluruhan, terdapat 14 Kesantunan Positif, 1 Kesantunan Negatif, 7 Bald on Records, dan 4 Off Records. Artinya, strategi yang paling banyak digunakan adalah kesantunan positif. Peneliti berharap hasil penelitian ini dapat membantu dalam memahami komunikasi di media sosial dan dapat membantu mahasiswa dalam mengembangkan kemampuan komunikasi dan meningkatkan pemahaman mereka.

**Kata Kunci:** *Kesantunan, Strategi, Komentar Twiter*

### **Abstract**

Nowadays, communication is not direct, there are many media that can be used to communicate, one of them is social media. YouTube, Instagram, Facebook, Twitter, Line, Pinterest, WhatsApp, Tik-Tok, Snapchat, Skype and LinkedIn are the most popular social networks. The research of Politeness strategy on twitter comments are still rare. This analysis is focused on analyzing politeness strategies on comments of Katy Perry twitter account by using a theory proposed by Brown and Levinson. What kinds of politeness strategies are employed on comment of Katy Perry twitter accounts and how to examine them to identify the most prevalent types. This research uses a qualitative design to present data in the form of qualitative descriptions. It focuses on analyzing twitter comments related to politeness strategies used by netizens on Katy Perry accounts. The analysis was carried out in three stages: identifying relevant netizen utterances, classifying them into four types of politeness strategies, and describing their pragmatic functions and contextual implications. The findings show that there are 26 comments consisting of Katy Perry accounts. In total, there are 14 Positive Politeness, 1 Negative Politeness, 7 Bald on Records, and 4 Off Records. It means that the most strategy used is positive politeness. The researcher hopes that the results of this research can help in understanding communication on social media and can help the student develop communication skill and improve their understanding of English pragmatics.

**Keyword:** *Politeness, Strategies, Twitter Comment*

## Introduction

Communication is a process of creation message when speaking. Griffin in Siti state, Communication is a relational process involved in the creation and interpretation of message that provides solutions.<sup>1</sup> According to Murti, communication is the process of creating and using information by an individual or individuals, groups, organizations and companies to communicate with the environment and other people.<sup>2</sup> The purpose of communication is to share information or experience through speaking, writing, communicating and publishing.

The fundamental to effective communication is politeness. Politeness is used to understand communication in society.<sup>3</sup> Politeness is a communication process or behavior that aims to show respect for each other in communication. Communicators need to understand how to speak effectively. In response to, people should be polite to get the best response from the audience. These strategies are used to reduce or prevent conflict and promote harmony.

Nowadays, communication is not direct, there are many media that can be used to communicate, one of them is social media. YouTube, Instagram, Facebook, Twitter, Line, Pinterest, WhatsApp, Tik-Tok, Snapchat, Skype and LinkedIn are the most popular social networks.<sup>4</sup> Social media is considered the best form of communication today as it allows people to communicate with each other at any time. This information technology-based environment performs a variety of communication functions. People use the media to promote agendas, shape public opinion, highlight important issues, especially political issues, and manage interactions within their groups. Social media is also used to discuss current environmental and cultural issues.

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<sup>1</sup> Sholehah, S. A., & Wafa.(20203). Analysis Of Politeness Strategies On Comments In Influencers Instagram Account. *Journalistics (Journal Of English Language Teaching And Applied Linguistics* 3(1) Edisi 20 Juni 2023. P. 1

<sup>2</sup> Murti, R. W. (2020). *An Analysis Of Politeness Strategies On Comments Indonesians' Politician Twitter Account*. Thesis.

<sup>3</sup> Silitonga, N., & Arsen, N. P., (2021). Politeness Strategy Used By Indonesian Netizens And Anies Baswedan ' S Twitter And Instagram Account. 4(2). *Edu-Ling Journal of English Education and Linguistics* 4(2):196-211.

<sup>4</sup> Hafid, R. A., et al, (2022). Teenagers' language politeness strategy on social media WhatsApp based on level of education. *Al-Lisan*, 7(1), 37–50.

As we know, instagram and twitter account is a kind of social media that show like picture, comment and caption of people that saw. Twitter is given by the Cambridge Dictionary as the name of the former name of a platform for social media where individuals or groups can share brief comments or bits of information, and where you are able to view updates shared by individuals or groups that you select.<sup>5</sup>

Numerous studies have explored how different groups of speakers use politeness strategies in various situations. A comparative analysis of how Americans and Russians use linguistic strategies specifically, mitigation tools and politeness strategies to refuse invitations politely, highlighting cultural differences in communication styles such as American indirectness versus Russian directness,<sup>6</sup> as well as the study examines how gender and socioeconomic status affect the politeness strategies used by Iranian EFL students when making requests in both Persian and English.<sup>7</sup> Moreover, The significance of studying politeness strategies in communication is confirmed by research conducted in the last five years. The investigation into the application of politeness strategies showed a variety of approaches, including an examination of how characters in specific films use these strategies.<sup>8</sup> Other than that, there was also research on the application of the politeness strategy on other platforms such as in podcast<sup>9</sup>, social media<sup>10</sup>, and in context of teaching and learning in classroom.<sup>11</sup>

These previous studies have advanced to our knowledge of politeness strategy in across various contexts. However, there is a research gap in exploring the use of politeness strategy in twitter comments. The research of Politeness strategy on twitter

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<sup>5</sup> Twitter. Cambridge Dictionary. Diakses Pada Tanggal 27 Januari 2025, di [Https://Dictionary.Cambridge.Org/](https://Dictionary.Cambridge.Org/)

<sup>6</sup> Litvinova, A. V., & Larina, T. V. (2023). Mitigation Tools and Politeness Strategies in Invitation Refusals: American and Russian Communicative Cultures. *Journal: Training, Language and Culture*. 7 (1)

<sup>7</sup> Esfahanl, F. K., & Boroumand, M. (2020). Gender and socioeconomic status: A pragmatic analysis of politeness strategies used by Iranian EFL students in Persian and English requests. *Journal of Language and Linguistic Studies*, 16(4), 1803–1820.

<sup>8</sup> Fitri, Z (2022), A Pragmatic Analysis Of Politeness Strategies In Mulan Movie, *English Education Journal Home* 13 (2)

<sup>9</sup> Syahputra, B. P et, al. (2023). Politeness Strategies In Sule's Podcast. *BirLE - Journal (Budapest International Research and Critics Linguistics And Education)*

<sup>10</sup> Megah, S. I., & Geledis, P. S., (2020). Trump's Strategies In His Speech: A Politeness Strategies Approach. *Jurnal Cahaya Pendidikan* 6(1).

<sup>11</sup> Ratnasari, A et, al. (2019). An Analysis Of Politeness Strategies In Indonesian English Textbooks. *Els Journal On Interdisciplinary Studies On Humanities* Volume 2 Issue 4

comments are still rare. By investigating the usage of civility strategies in comments on Katy Perry's Twitter account, the current study seeks to fill this gap. This research highlights a particular situation, offering insights into how politeness strategies are used in twitter comments. This enhances our comprehension of communication dynamics across various contexts. Overall, Current studies on politeness strategies have looked into different situations, yet more research is necessary in particular areas like the comment made by netizens on twitter. The current research aims to fill this gap and enhance to our knowledge of politeness strategies in across various communication contexts.

This research focuses on twitter Comments, the researcher choose twitter From Influencers as an object because from Influencers we know the Response from society. The researcher want To know how netizen communicate with Them.

Katy Perry twitter account That will be analyzed. Katy Perry, an American pop artist, was born on October 25, 1984, in Santa Barbara, California. She became famous for a series of catchy and often provocative songs, along with her fun and cartoonish fashion sense. Katy Perry is the fourth most followed figure and the woman with the most followers in the world. Katy Perry has 108,752,755 followers. Like Musk, Katy Perry only has a small following of 242 accounts.<sup>12</sup>

Based on the explanation above, the researcher is interested to conduct research about An Analyzing of the politeness strategies on comment of Katty Perry Twitter account.

This analysis is focused on analyzing politeness strategies on comments of Katy Perry twitter account by using a theory proposed by Brown and Levinson. What kinds of politeness strategies are employed on comment of Katy Perry twitter accounts and how to examine them to identify the most prevalent types. Therefore, in light of the analysis issues, the goal of this study is to determine the different kinds of politeness strategies in comments on Katy Perry twitter accounts and the most dominant of the strategy.

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<sup>12</sup> Artikel Cnn Indonesia “10 Akun Twitter Dengan Follower Terbanyak, Obama Ungguli Elon Musk” . 2024.

## Literature Review

### Definition of Politeness

Politeness is a part of pragmatics that has attracted a lot of attention over the last twentyfive years. There has been extensive writing on the principles and theories of politeness. Understanding this is important to clarify why many people tend to express their thoughts in an indirect manner.

According to Cruse, politeness as " a question of what is spoken rather than what is believed or considered." By adding, " Politeness aims to preserve harmonious and smooth social interactions, even when delivering potentially negative or face-threatening messages," he further explains the significance of being courteous.<sup>13</sup> Of course, the scope for politeness is limited by the social, psychological, and physical nature of reality; we must respect this reality if we want our world to work.

The principle of politeness is relevant to the speaker's utterance; in order to make the listener feel at ease and valued, the speaker must use politeness in their utterance.<sup>14</sup> To someone who wishes to maintain a longer relationship, this politeness method is necessary. To be courteous during a speech, one must process the speaker's words and other politeness techniques. The methods used to demonstrate consideration for another person's face throughout an engagement can therefore be characterized as politeness.

### Politeness Strategy

Politeness Strategy refers to a method employed by a speaker to prevent or lessen harm to their self-image caused by a Face Threatening Act (FTA).<sup>15</sup> As

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<sup>13</sup> Jewad, H. G., et al. (2020). Politeness strategies and maxims in English for Islamic texts: A sociolinguistic analysis of the Qur'an. *Arab World English Journal*, 1(1), 90–110.

<sup>14</sup> Fitri, Z (2022), A Pragmatic Analysis Of Politeness Strategies In Mulan Movie, *English Education Journal Home* 13 (2).

<sup>15</sup> Sorour, I., et al. (2023). (Im)Politeness in Dialogues Between Some Prophets And The Polytheists In The Noble Qur'an. *British Journal of Translation, Linguistics And Literature* 3(4): Bjtll Autumn.

mentioned earlier, there are four strategies for politeness: positive politeness, negative politeness, bald on record, and off record. for more details, see the explanation below.

### **Positive Politeness**

Positive politeness refers to the way readers emphasize the favorable qualities of the person they are addressing. It highlights the individual's ongoing desire for their wishes or the outcomes that come from those wishes to be seen as appealing.<sup>16</sup> It can be stated the speaker acknowledges that the hearer wants to be respected, as seen by the positive politeness. Additionally, it demonstrates collective reciprocity and attests to the friendship of the relationship. This kind of strategy is typically observed in friend groups or social settings when the participants are reasonably acquainted.

### **Negative Politeness**

Negative politeness acknowledges the face of the listener. At the same time, it accepts that the speaker is somewhat imposing on the listener. This strategy is the most frequent and varies widely in language use.<sup>17</sup> Negatively polite constructions protect the listener's negative face by showing formality, creating distance, and expressing caution in communication.

Negative politeness involves showing respect for the addressee's negative face their desire to maintain autonomy and not feel imposed upon by using language that minimizes intrusion and preserves their freedom of action.<sup>18</sup> Based on these explanations, it is clear that when a speaker desires something from the listener, politeness plays a key role in facilitating the request while maintaining respect and harmony.

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<sup>16</sup> Susana, A., et al (2022). The strategies of negative and positive politeness used by Brad's utterances in Front of the Class movie. *Ilmu Budaya: Jurnal Bahasa, Sastra, Seni, dan Budaya*, 6(1).

<sup>17</sup> Soegiarto, H., et al., (2023). An analysis of politeness strategies reflected by the main character in SpongeBob Movie: Sponge on the Run. *Jurnal Ilmu Sosial dan Humaniora*, 1(4).

<sup>18</sup> Damayanti, R (2023) *An Analysis Of Politeness Strategies Used By Simon Sinek In Ted Talk Show*. Diploma Thesis, Uin Raden Intan Lampung.

## **Bald On Record**

Bald on Record Strategy is a main concept. Direct and unambiguous speaking acts that do not aim to downplay face-threatening activities (FTAs) are referred to as the "Bald on Record" method. When efficiency and clarity are more important than civility, this tactic is frequently employed. Speakers who use this tactic presume that the relationship or context permits it, such as in high-pressure situations, power-diverse exchanges, or casual settings with little social distance.<sup>19</sup> This means that the speaker communicates their desires or requests to the listener in a clear and direct manner.

Bald on Record which reveal that People should think about the quality, quantity, relevancy, and method of communication in order to gain the most benefit. It implies that people should be truthful, avoid ambiguity, and say neither more nor less than is necessary.

## **Off Record**

The last politeness strategy described by Brown and Levinson is known as off-record strategy. This strategy involves using indirect language and allows the speaker to avoid coming across as forceful.<sup>20</sup> By using this strategy, a face-threatening act (FTA) can be carried out in an ambiguous and indirect manner, releasing the speaker from direct accountability for the act and letting the hearer to interpret the message as they see fit. Off-record (indirect) strategies reduce pressure on the speaker by allowing them to imply their message without stating it directly, leaving room for interpretation by the listener.<sup>21</sup> Its statements are indirect language usages that require interpretation to determine their exact meaning.

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<sup>19</sup> Simamora, T & Zakrimal, Z (2020). Violation Maxim of Cooperation Principle of Comments In Joel Osteen's Quote On Facebook. *Scientia Journal, Jurnal Ilmiah Mahasiswa* 2(1).

<sup>20</sup> Njuki, E., & Ireri, H. K. (2021). Positive and negative politeness strategies used by Kenya's members of National Assembly. *Open Access Library Journal*, 8, Article e7690

<sup>21</sup> Oktavia, M., et, al. (2019). Politeness Strategies in Directive Speech Acts in a Short Movie "Mind Your Language". *Advances In Social Science, Education and Humanities Research*, Volume 443 International Conference on Science and Education and Technology (Iset 2019).

## **Research Method**

### **Research Design**

The study uses a qualitative research design to explore concepts, behaviors, and experiences through non numerical data, specifically a politeness strategy used on comment of katy perry twitter account. It focuses on analyzing twitter comments related to politeness strategies used by netizens on Katy Perry accounts.

## **Data and Source of Data**

Data collection was conducted on twitter's primary internet platform, on September 20, 2024. The primary data source is twitter posts, data taken from netizen's comment of posts containing the release of Katy Perry's new album. While secondary data sources include information from e-books, e-journals, and previous research.

## **Data Analysis Procedures**

The data analysis in this study followed the qualitative research principles outlined by Gibbs, moving from a general to a more specific approach.<sup>22</sup> The analysis was conducted in several stages. First, during the data identification stage, all relevant netizen utterances were identified and extracted from the transcribed data, with the study's scope defined based on the research objectives. Next, in the data classification stage, the identified utterances were categorized according to the four types of politeness strategies: positive politeness, negative politeness, bald on record, and off-record strategies. Finally, during the data description phase, each politeness strategy was thoroughly analyzed, exploring their pragmatic functions and the implications they held within the context of the comments.

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<sup>22</sup> Gibbs, G. R. (2018). *Analyzing qualitative data* (2nd ed.). SAGE Publications. P 38-55

## Findings

The data for this research was collected from netizens' comments on Influencers twitter accounts. Data collection has been carried out since September 22, 2024. Katy Perry was one of the Influencers' twitter account that will be analyzed. The researcher focused this research on comment in Katy Perry twitter account, which was concerning on fashion and song style.

The data comes from netizens comments that contain politeness strategies. Below are the data that researchers have obtained:

### Positive Politeness

in this research, netizens use more positive politeness in interacting with Katy. Here are some excerpts of the comments which content positive politeness strategy.

*“Mother its SOOO good”*

*“omg, unbelievable amazing”*

*“Forever proud of you what an amazing album mother”*

By calling something "sooo good and amazing" and addressing "mother," the speaker is likely expressing enthusiasm or admiration in a warm, affectionate, and informal way. It creates a sense of intimacy and reinforces a positive relationship with the listener.

*“woooww really superb”*

*“full vibe....love katy”*

*“You so pretty modeling queen on the world”*

*“Forever proud of you what an amazing album mother”*

*“You so pretty modeling queen on the world”*

The comments above show that netizens use positive politeness strategy to maintain positive relationship. The comments show that netizens give appreciation and approval to Katy.

*“congratulations on your new release”*

*“thank you so much for sharing”*

*“congratulation on release of “143”! wishing you great success and many listeners. keep up the amazing work!”*

*“Forever proud of you what an amazing album mother “*

Some of the comments above show that netizens use politeness strategies to express their Give compliments and encouragement for Katy.

*“A beauty that makes every woman jealous”*

This statement fits positive politeness by praising beauty and emphasizing admiration, strengthening social bonding.

*“It will be on Billboard”*

The statement uses praise, optimism, and exaggeration to build solidarity and enthusiasm. The confident language, emojis, and predictions of success enhance shared excitement, reflecting positive politeness.

### **Negative Politeness**

*“I'm sorry for ask, Does anyone know what that tattoo says”*

The statement uses an indirect and apology language to soften the request, showing respect and deference. By acknowledging potential intrusion, it minimizes imposition, so it can be reflecting to negative politeness.

### **Bald on record-strategy**

*“Please get me a ticket to the AFL Grand Final”*

The statement is a direct and explicit request with minimal politeness strategies. While "please" adds some politeness, it does not mitigate the imposition, making it an example of bald-on-record politeness, used for urgency and clarity.

*“Selling your soul to Satan for money and fame is not a good life plan  
Katty, be sure. God is watching you”*

The statement is direct and unmitigated, making a strong moral judgment without softening its impact. It lacks redressive action and delivers a blunt warning, fitting bald-on-record politeness by prioritizing clarity over politeness.

*"Not interested □"*

The statement is direct, unambiguous, and lacks redressive action, making no attempt to soften the rejection. It prioritizes efficiency and clarity over politeness, fitting bald-on-record politeness by delivering the message plainly and without mitigation.

*"You are a disgusting person. Everyone knows you sold your soul"*

The statement is direct, unmitigated, and openly insulting, making no attempt to soften its impact. As a face-threatening act without redressive action, it prioritizes bluntness over politeness, fitting bald-on-record politeness by delivering the message harshly and without concern for the listener's face.

*"I don't want tramps to be role models for girls. Katy, how do we stop this?"*

*"I will never spend a penny on you or your music again. You should have kept your entitled political opinions to yourself"*

The statement is direct, unmitigated, and confrontational, using derogatory language without softening its impact. It contains a face-threatening act without redressive action, and the follow-up question assumes agreement while remaining blunt. Lacking politeness markers or mitigation, it fits bald-on-record politeness by delivering a straightforward, face-threatening message.

*"Release NO TEARS FOR NEW YEARS on digital platforms, mom!"*

The statement is a direct command without mitigation, explicitly telling "mom" to release the song. It lacks politeness markers or indirectness, prioritizing urgency and clarity. This fits bald-on-record politeness, as it delivers a straightforward instruction without concern for politeness strategies.

### **Off record-strategy**

*"Who else doesn't know what 143 is"*

The statement is indirect and implies meaning rather than stating it outright. By leaving room for interpretation, it allows the listener to engage without feeling pressured. This fits off-record politeness, as it subtly hints at information instead of making a direct claim or request.

*"Aren't you a little old to be dressing like that"*

The statement is indirect, implying a judgment rather than stating it outright. By phrasing it as a question, it softens the face-threatening act and avoids direct confrontation. This use of subtle implication rather than explicit criticism makes it an example of off-record politeness.

*"Did they force you to wear a butterfly or was that a personal choice?"*

The statement is indirect and open to interpretation, subtly implying curiosity or skepticism rather than making a direct accusation. By using ambiguity and phrasing it as a question, it avoids direct confrontation and reduces the face-threatening impact. This fits off-record politeness, as it conveys a message indirectly and allows room for interpretation.

*"Does anyone realize what that butterfly mean?"*

The statement is indirect and non-imposing, asking a general audience rather than targeting an individual, which reduces potential face-threat. Its ambiguity allows voluntary responses, avoiding direct pressure or confrontation. This fits off-record politeness, as it seeks information subtly and in a non-threatening manner.

## **Discussion**

The findings in this research indicate that Brown and Levinson's politeness strategies: positive politeness, negative politeness, bald on record, and off record are applicable to the real-world communication context observed in social media interactions. The comments analyzed from Katy Perry's social media account reflect various politeness strategies that align with the theoretical framework, demonstrating

that netizens employ different strategies depending on their intent and the nature of their interaction.

Brown and Levinson's theory states that positive politeness is used to create closeness and establish a friendly relationship between the speaker and hearer.<sup>23</sup> These findings confirm the validity of Brown and Levinson's categorization of positive politeness strategies in digital interactions. The frequent use of compliments and expressions of shared enthusiasm suggests that social media users actively seek to maintain a sense of community and connection, even in public discourse.

Negative politeness strategies aim to minimize imposition and acknowledge the hearer's autonomy. The findings indicate that netizens use apologetic and indirect language to soften requests and inquiries, aligning with Brown and Levinson's framework. The presence of indirect questions further supports the claim that negative politeness is a commonly used strategy in digital communication, especially when speakers wish to avoid appearing intrusive or demanding. Additionally, this suggests that even in the relatively informal environment of social media, users recognize and adhere to politeness conventions that preserve interpersonal harmony.

Bald on record strategies involve direct, unmitigated language that maximizes clarity but poses a higher risk of face-threatening acts. The research findings confirm this strategy's presence in social media interactions, where users make blunt requests, criticisms, and commands. This aligns to Brown and Levinson's claim that bald on record speech is often employed when efficiency and clarity are prioritized over maintaining social harmony. The prevalence of such direct statements in social media discourse further highlights the reduced emphasis on face-saving strategies in online communication, where anonymity and distance may contribute to more uninhibited expressions of opinion.

Off-record politeness strategies rely on indirectness, allowing the speaker to avoid direct responsibility for an FTA. The findings indicate that netizens use rhetorical questions, hints, and ambiguity to communicate messages without explicitly stating

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<sup>23</sup> Ambalegin, A., Meliana, S., (2020). *The Strategies Of Positive And Negative Politeness Reflected In "The Last Song" Novel By Nicholas Sparks*. Escience Humanity Journal 1 (1). P 26

their intent. This supports Brown and Levinson's theory that off-record strategies help speakers mitigate potential backlash by making their statements open to multiple interpretations. Furthermore, such strategies may be particularly effective in digital communication, where tone and intent can be easily misinterpreted. The use of off-record politeness allows individuals to engage in potentially face-threatening acts while maintaining a level of social acceptability and avoiding direct confrontation.

This finding is supported by Leech's theory emphasizes the balance between self and others, similar to Brown and Levinson's focus on maintaining positive social relationships. For example, the *Approbation Maxim* aligns with positive politeness strategies, where praise and compliments help create closeness. In digital interactions, netizens often use praise to foster solidarity, reflecting both Brown and Levinson's and Leech's principles.<sup>24</sup> Furthermore, in a study on politeness strategies in online fandom interactions, García-Gómez examined the role of positive politeness in influencer-follower interactions on Instagram, confirming that admiration and solidarity-driven language strengthen virtual social connections.<sup>25</sup>

Brown and Levinson's positive politeness strategies align with face-giving strategies in Face Negotiation Theory, where individuals offer compliments and admiration to maintain a positive face.<sup>26</sup> On social media, netizens use positive politeness to enhance their public image and strengthen connections, consistent with face-giving strategies.

Additionally, the finding of negative politeness is align with a study by Chen & Rau that negative politeness strategies like apologies and indirect requests were more prevalent in cultures valuing indirectness and humility.<sup>27</sup> A more recent study by Harry et, al Studied teacher-student interactions on WhatsApp and found that teachers often

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<sup>24</sup> Leech, G. N. (1983). *Principles of Pragmatics*. Longman.

<sup>25</sup> García-Gómez, A. (2020). Intercultural and interpersonal communication failures: Analyzing hostile interactions among British and Spanish university students on WhatsApp. *Intercultural Pragmatics*, 17(1), 25–50.

<sup>26</sup> Stella, T., (1988). *Intercultural conflict style: A face-negotiation theory*. In Y. Y. Kim & W. B. Gudykunst (Eds.), *Theories in intercultural communication* (pp. 213-235).

<sup>27</sup> Chung, E, Tang, E. (2019). *Understanding Politeness in an Online Community of Practice for Chinese ESL Teachers: Implications for Sustainable Professional Development in the Digital Era*. Article.

used bald on-record strategies for instructions and warnings, emphasizing clarity and authority over politeness.<sup>28</sup> More recently, Intan et, al investigated off-record strategies in online satire and found that indirectness is frequently employed as a tool for implicit criticism while preserving social decorum.<sup>29</sup>

## Conclusion

From the analysis, it can be inferred that in the comments of Katy Perry twitter account, four politeness strategies are employed. There are positive politeness, negative politeness, bald on record, and off record. There were 26 comments consisting of Katy Perry twitter accounts. In total, there were 14 positive politeness, 1 negative politeness, 7 bald on record, and 4 off record. The dominant type of politeness strategy that used is positive politeness. Based on the data, this is because most of netizens appreciate with the thoughts of Influencer. So, netizens more often comment on twitter using positive politeness to express their approval and appreciation. This research can help in understanding communication on social media and can help the student develop communication skill and improve their understanding of English pragmatics.

This suggestion is meant for upcoming researchers, as this study is not perfect. There are many areas that need improvement in advancing the field of science, especially regarding twitter comments that can be examined through the lenses of semantics, discourse, and functional linguistics.

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<sup>28</sup> Mulyono, H., et al. (2019). Politeness strategies in teacher-student WhatsApp communication. *PASAA: Journal of Language Teaching and Learning in Thailand*, 58, 295–318.

<sup>29</sup> Pradana, I., Fatin, I., & Ridlwan, M. (2021). Satiricalstrategy On The Sengklekman Official Youtube Videoand Its Relevance Towards Indonesian Learning. *Stilistika: Jurnal Pendidikan Bahasa dan Sastra*, 14(2), 187–200.

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