

Analysis of Language Politeness of Social Media Users on Instagram Anies Rasyid Baswedan

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Abstract: Language is a communication tool owned by humans to interact or collect. From a language humans can exchange information orally and in writing. The development of technology is growing in various countries, including Indonesia, resulting in the process of communication and exchanging information between people from various regions and parts of the world. A speaker must use courteous or good language when communicating through mass media for speech partners who are intended recipients of the message to be able to interpret and comprehend the message. This study aims to describe the utterances of social media users in the Anies Rasyid Baswedan Instagram comment column, which allegedly contain the principle of language politeness. This is a type of qualitative descriptive research. The method used in this study is data analysis. According to Miles and Huberman namely, data reduction, data presentation, and drawing or verifying conclusions. The results of this study found that there were 16 maxims of wisdom, 20 maxims of generosity, 13 maxims of appreciation, 10 maxims of moderation, 18 maxims of consensus, and 10 maxims of sympathy.

Keywords: the politeness of language; Instagram; Anies Rasyid Baswedan

I. Introduction

Language is a communication tool owned by humans to interact or collect. So, from language, humans can exchange information orally and in writing. As Sugerman argues, et al. (2022: 12), language is a speech intending to convey information to others. In this case, everything conveyed or informed through language to the speech partner may be understood. The development of technology is growing in various countries, including Indonesia, resulting in the process of communication and exchanging information between people from various regions and parts of the world. Numerous applications that connect and advance communication are indicative of this transformation.

Social media is a media used to interact and socialize with each other without being limited by space and time (Makhmudah, 2019: 5). Meanwhile, Mahajan et al. (2023) argue that social media is one of the primary sources where one can anonymously share any data and abuse his freedom of expression to create chaos and harm individuals. The rampant spread of hate speech, fake news, cyberbullying, and other harmful and abusive attitudes on online platforms raises significant social problems that require introducing the platform and removing offensive content. Furthermore, Effendy et al. (2021: 23) argue that social networking media is the most known medium and is in demand by many people. Social networks are media that users can use to connect socially, including the impact that is obtained or received in the online or virtual world on built social relationships. Each user can help the network of friends, both users he already knows through the real world or offline or new networks of friends online; this is the main characteristic of social networks. Instagram, Facebook, Telegram, WhatsApp, and LinkedIn are social media platforms often utilized or used to develop friendships.

Instagram is one of the social networking applications that are very well-known and liked by device users. Instagram is also one of the communication media used to express themselves in various photo or video ideas, as well as a medium to show self-identity and build networks with others (Purnawi, 2021, p. 41). Social networks that are often used the platforms where the interaction process between users or followers and accounts is followed, according to Martha et al. (via Gahler et al., 2023), include Instagram, Facebook, Telegram, WhatsApp, and LinkedIn. Followers are other users or acquaintances who subscribe to someone's Instagram account to receive regular updates and posts to their feed. Therefore, followers constitute the user's audience. There are various features or menus that Instagram users themselves can use. Junaidi's opinion (via Purnawi, 2021: 42) is that Instagram users can use five menus, one of which is the comments menu. In this menu, netizens or Instagram users can comment on photos or videos in the comment column.

The following are some quotes obtained from the Instagram comment column of public figures and former Governors of DKI Jakarta for the 2017 to 2022 period and the candidate for the President of the Republic of Indonesia for the 2024-2028 period named Anies Rasyid Baswedan with the Instagram name @aniesbaswedan:

Instagram Account	Quotation
@bunda.aldevi	“Tombol pak anies presiden”
@mirza_etsuko	“Presiden Indonesia tahun 2024”
@danurswari	“Keren bangat atuh si bapak”

The expressions of social media users in the comments section of the Instagram account @aniesbaswedan above are allegedly indicated to contain language politeness. It clearly shows that mass media users in the form of Instagram can freely convey their messages or hopes to Anies Rasyid Baswedan through existing comments; this is because Anies Rasyid Baswedan's Instagram mass media with the account name @aniesbaswedan not in lock or privacy mode and has several followers of 6 million people or users so that Instagram users can freely express anything in the comment column. Anies Rasyid Baswedan is an academic, a former Governor of DKI Jakarta, and a candidate for President of the Republic of Indonesia in 2024-2028. He is considered friendly, polite, and intelligent, so many people know his track record and achievements nationally and internationally.

A speaker must use intelligible language to effectively communicate with speech partners who are message recipients through mass media. Pranowo (via Maytriyanti et al., 2022) argues that to communicate politely; a speaker must pay attention to awareness to maintain the feelings of the speech partner so that the message or information received by the speech partner can and pay attention to the position of the speech partner is higher than the speaker. This is because what is conveyed by the speaker will also be felt by the speech partner. Therefore, to build good communication between speakers and speech partners, both must pay attention to politeness in language. Polite language has to do with the feelings and moral values of the user community. A person can use appropriate, clear, and in a good manner, which is said to be polite in language. However, the language process must also align with culture or customs through language regulations that have become societal rules (Mujianto, 2020, p. 17).

Politeness is a rule or method based on customs that are established and mutually agreed upon by a particular group or community. Therefore, politeness, or can be said to be manners, is part of social behavior, which is a prerequisite imposed by certain community groups (Mislikhah, 2014). In line with this, Fraser (via Anggraini, 2005) suggests that two understandings can examine the problem of politeness in speaking: 1) the view of politeness

of speech is agreed upon based on social and cultural norms that exist and apply in a particular society. It shares the same stance as proper language usage. 2) A perspective that sees decorum as a conversational maxim and a face-saving tactic. According to Lebedeva and Ponomorenko (2023), modesty is a set of standards that dictate how one should act and interact with others. Language politeness is one of the studies in contemporary pragmatics, a tool widely used in various intercultural communication studies, and is more popular. It is further explained by Pizziconic (via Ponomarenko & Iriana, 2023) that polite/disrespectful behavior is culturally bound. In the 1970s, there was a shift towards the view of civility as a pragmatic category. Pragmatics is the study of meaning conveyed by speakers or writers and interpreted by listeners or readers (Yule, 2014: 3). This was also conveyed by Yusri (2016: 1) that pragmatics is a linguistic science that studies the relationship between meaning, signs, and context.

Researchers took this title in the background because every upload of Anies Rasyid Baswedan through his Instagram account counted for several hours, and there have been hundreds of comments. In addition, Anies Rasyid Baswedan is also one of the candidates for the President of the Republic of Indonesia for 2024-2028, a trending topic these days. Other researchers have also examined language politeness; Maulidi (2015) describes language politeness on social networks (Facebook). Mahmor et al. (2016) aim to review the use of language when communicating among netizens who react and respond to the publication of government-related news on social sites. Charlina et al. (2017) aim to describe comment captions on Instagram that follow the principle of language politeness. In this study, researchers will examine the "Analysis of Language Politeness of Social Media Users on Instagram Anies Rasyid Baswedan." This study focuses on the politeness of the language of netizens in the comment column of Anies Rasyid Baswedan with a review based on the six principles of Leech politeness proposed by Tarigan (via (Rahardi, 2005, pp. 59-65), namely, the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of consensus, and the maxim of sympathy. So that the study results will be different from previous studies, this research will also be able to provide knowledge to social media users about the use of polite language in communicating, especially on Instagram social media.

II. Research Methods

This research is a type of qualitative descriptive research, which interprets a method that emphasizes understanding phenomena with a natural or naturalistic background to reveal and understand in detail, depth, and whole or holistically the dynamics of unique, specific, and complex social life (Karsadi, 2022, pp. 24-25). So, in this study, researchers describe by focusing on the social dynamics of language that occur on Instagram social media. The object of this study is the form of the speeches of social media users in the Instagram comment column of Anies Rasyid Baswedan, which allegedly contains the principle of language politeness. The data obtained was from uploading a photo of @aniesbaswedan's account on October 3, 2022, and the upload attracted netizens to enter the comment column to comment so that it reached 11,662 comments. It is because Anies Rasyid Baswedan just retired from his duties as Governor of DKI Jakarta on August 16, 2022, and one month later, namely on October 3, 2022, Anies Rasyid Baswedan was declared as a candidate for President of the Republic of Indonesia by the Nasdem party. The method used in this study is the observation method (Emzir, 2014: 37). The method is that researchers will record observations and then record and group them based on the principle of politeness pioneered by Leech. According to Miles and Huberman (Emzir, 2014, pp. 129-135), the data analysis used in this study is data reduction, data presentation, and drawing or verifying conclusions. In this study, researchers tried to describe the comments of social media users on Instagram Anies Rasyid Baswedan (@aniesbaswedan), which allegedly contained the principle of language politeness.

III. Results and Discussion

3.1 Maxim of Wisdom

Data (1)

"Aamiin...semoga bpk menjadi presiden RI" @farqahsamsir

The speech above clearly shows that it contains the maxim of wisdom because what the speaker says with the account name @farqahsamsir greatly maximizes profits for Anies Rasyid Baswedan. In the words *"Aamiin... May BPK become the president of the Republic of Indonesia,"* the speaker did not use speech containing spite, envy, and other attitudes that were not polite in the comment column of photo uploads on the Instagram account of Anies Rasyid Baswedan (@anisbaswedan). It is in line with Rahardi (2005: 60), who states that if a person sticks to the maxim of wisdom when speaking, then he will avoid spite, envy, and other attitudes that are less polite towards the speech partner.

3.2 Maxims of Generosity

Data (2)

"Saya akan mendukung bapak jadi presiden 2024" @basyirhusaini

The speech above clearly contains the maxim of generosity; this is because what is said by the speaker with the account name @basyirhusaini respects the decision taken by Anies Rasyid Baswedan to run as a candidate for President of the Republic of Indonesia in 2024. In the words of the Instagram account @basyirhusaini, *"I will support you to become president in 2024."* In the comment section of the photo upload on the Instagram account of Anies Rasyid Baswedan (@anisbaswedan), the speaker maximized his respect for other parties and did not ask to be responded by Anies Rasyid Bawedan in terms of not reducing profits for himself. It aligns with Aziz's opinion (2022: 60) that respect for others will occur if people can reduce and maximize profits for themselves.

3.3 Maxim of Awards

Data (3)

"Alhamdulillah mksh SP Nasdem sdh usung figure yg sangat tepat u menjadi pemimpin banga ini. InsyaAllah menang 1 putaran saja. Amin...:kita love @anisbaswedan" @shoulderdown20

The speech above clearly shows that the speech contains the maxim of appreciation because of what is said by the account @shoulderdown20 trying to give appreciation to others. On the Instagram account @shoulderdown20, *"Alhamdulillah thank you SP Nasdem carried a very appropriate figure to be the leader of this banga. God willing, just win 1 round. Amen...: we love @anisbaswedan,"* the speaker did not berate or blaspheme or even denigrate the Nasdem party which declared Anies Rasyid Baswedan as a candidate for President of the Republic of Indonesia in 2024. It is in line with the opinion of Bu'ulolo et al. (2023: 98) that the maxim of appreciation is a maxim that reduces insults and adds praise to people.

3.4 Maxim of Simplicity

Data (4)

"Terharu dengan keputusan NASDEM, disaat banyak pihak mengasingkan @anisbaswedan dapat tiket calon RI 1, ada Nasdem berani mengatakan Yess for Anies RI 1" @solusi_bayar

The speech above shows that the speech contains the maxim of simplicity because of what is said by the account @solusi_bayar, being humble and not asking for praise from Anies Rasyid Baswedan. In the speech *"Moved by NASDEM's decision, when many parties alienated @anisbaswedan to get president candidate tickets, there was Nasdem dared to agree with him. The speaker did not contribute or praise him but praised the decision taken by the Nasdem party for its wisdom in declaring Anies Rasyid Baswedan as a candidate for the President of the Republic of Indonesia. It is in line with Rahardi (2005: 64) that, people will be*

said to be arrogant and arrogant if in their speech or communication activities always praise and excel themselves. It is because the culture and language of Indonesian people will see simplicity and humility as a measure to judge a person's politeness.

3.5 Maxim of Consensus

Data (5)

"Support 100%...We love U Pak @anisbaswedan ... Bimsillah..." @putrafp12

The speech above clearly states that the speech contains the maxim of consensus; this is because what is said by the @putrafp12 account has built consensus even though explicitly, in this case, the speaker openly supports Anies Rasyid Baswedan's attitude to accept the offer or declaration of himself as a candidate for President of the Republic of Indonesia in 2024. In the speech, "Support 100%... We love U Mr. @anisbaswedan... Bimsillah..." the speaker chose to build a match or consensus to support Anies Rasyid Baswedan as a candidate for President of the Republic of Indonesia because this is also a democratic right adopted by the State of Indonesia. It aligns with Rahardi's opinion (2005: 64-65) that this maxim of consensus emphasizes speech participants to build mutual compatibility or consensus in speech activities.

3.6 Maxim of Sympathy

Data (6)

"Selamat dan sukses...semoga Allah Subhana wa taala meridhoi langkah bapak. Amin..." @sabisabhe

The speech above clearly demonstrates that the speech contains sympathizer maxims. It is because @sabisabhe's account has simulated his sympathy for Anies Rasyid Baswedan's decision to become a candidate for the President of the Republic of Indonesia in 2024. In the speech, "*Congratulations and success... May Allah Subhana wa taala reward the father's steps. Amen...*" The speaker did not use antipathy towards Anies Rasyid Baswedan in the comment section of the photo upload on @anisbaswedan's Instagram account. It is in line with Rahardi's opinion (2005: 65) that the anti-sure attitude of the head of one of the speech participants will be considered disrespectful. It is also because Indonesians have high empathy for others in daily communication.

IV. Conclusion

Following the explanation in the discussion above, Instagram users in Indonesia have a level of etiquette on social media that is still considered courteous. The culture and language used by the community or social media users in Indonesia are still prioritized in the social environment and even applied in social media, especially Instagram. Thus, the politeness of the language used by social media users on Instagram Anies Rasyid Baswedan (@anisbaswedan) is an expansive speech that prioritizes the principle of politeness developed by Leech, namely the maxim of wisdom, the maxim of generosity, the maxim of appreciation, maxim of moderation, maxim of consensus, and maxim of sympathy. The results of this study may be a content of knowledge to social media users on how to use polite language in social media so as not to disturb or offend others.

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