

Politeness Strategies Used in NIKIZEFANYA Twitter (X) Account's Comments

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ARTICLE INFO	ABSTRACT
<p>Keywords: Politeness Strategy, Twitter, Social Media</p> <p>DOI: http://dx.doi.org/10.21093/ijeltal.v11i1.2559</p> <p>How to cite: Fitriyah, F. & Virgianti, S. A. (2026). Politeness Strategies Used in NIKIZEFANYA Twitter (X) Account's Comments. <i>Indonesian Journal of English Language Teaching and Applied Linguistics</i>, 11(1), 69-86</p>	<p><i>Politeness is a communication strategy that involves both positive and negative face, aiming to prevent face-threatening acts and help individuals maintain each other's social image. Communication that takes place in cyberspace has now become common and accepted by various groups of people, regardless of age, background, or social status. Through social media, individuals can not only communicate and exchange information, but also establish connections, interact with old friends, and find new friends from different across the globe. This study aims to identify types of politeness strategies and the most dominant types of politeness strategies used in the @nikizefanya account Twitter (X) platform. The study uses qualitative descriptive method. The findings reveal that there are six positive politeness strategy and two negative politeness strategies used in the @nikizefanya account Twitter (X) platform. The most dominant strategy is the fourth positive politeness strategy (Use in-group identity markers) with the percentage of usage reached 45,5%. This shows the strong tendency of users to build and emphasize group identity in their interactions. Meanwhile, from the category of negative politeness strategies, the first strategy (Be conventionally indirect) dominates with a much higher percentage of 89,4%. These findings show that the users' comments in NIKIZEFANYA account use language or references that identify them as part of the same group as their audience, creating a sense of closeness and community. This research contributes to understanding how politeness functions as a tool to maintain harmonious communication and avoid conflict in social media context.</i></p>

1. Introduction

Nowadays, the presence of social media, such as Facebook, Instagram, Twitter, YouTube, WhatsApp, and others, reflects society's need to obtain various types of information quickly and accurately and to establish long-distance or virtual communication (Asadanie et al.,

2023; Rahmawati, 2022). These two characteristics demonstrate the transactional and interactional functions of language. The characteristics of virtual communication, which prevent participants from meeting face-to-face, impact how speech is produced and interpreted. This will influence the speaker's language behavior, such as the politeness of the participants. This virtual communication process also has a unique conversational style. Unlike face-to-face conversation, this medium provides more freedom to express ideas, opinions, and feelings for participants (O'Day & Heimberg, 2021).

Communication, in its broadest meaning, is the underlying process by which we map our inner realms, feelings, ideas, and a whole range of emotions. A variety of things can be used as a social platform for communication, which includes social media. How social media works is how communication works virtually. Social media are now a part of modern living, and they are interactive websites that facilitate social interaction. They are technologies that transform traditional communication into interactive conversations. Several social media tools exist, and each one offers some unique features for connection and information sharing. WhatsApp, Facebook, Twitter, LINE, and Instagram are some of the popular ones among numerous others. Specifically, Twitter is a popular site that receives high use from a large, varied group of individuals (Pratama, 2019).

In the process of communicating on social media, politeness takes a big role in order to establish good communication. Being polite is essential for helping everyone communicate well in social situations (Safitri & Ambalegin, 2022). A person can use a politeness technique in communication to express themselves through their words. Politeness tactics, which fall under the broader field of pragmatics, involve the use of various social communication strategies to help individuals express their thoughts, intentions, and emotions in a considerate and effective manner through language (Purwanto & Soepriatmadji, 2013). In communication, being polite is crucial for establishing a connection and giving speakers a sense of respect.

Like other social media platforms, Twitter (X) is a communication tool that allows users to interact. Using Twitter, users can send messages to other users, both privately and publicly (Orsini-jones & Lee, 2018). Twitter connects users worldwide, anytime and anywhere with internet access. Because of this dynamic communication environment, the comment section on X provides rich data for analyzing pragmatic phenomena, particularly politeness strategies as proposed by Brown & Levinson (1987). Therefore, X is considered an appropriate medium for examining how users construct politeness or impoliteness in online discourse.

The selection of the *@nikizefanya* account as the subject of research is due to several reasons, including a high level of engagement and interaction within its comment sections, including to analyze whether politeness strategies are employed in most Twitter (X) comments, and also to understand how the public conveys their opinions and thoughts about NIKI through the tweets they upload. Niki, whose full name is Nicole Zefanya, is an Indonesian singer and songwriter who is currently pursuing an international career through the music label 88rising. NIKI's career began to gain widespread recognition after releasing several songs that went viral on streaming platforms. Several of NIKI's popular songs have attracted listeners from various countries. With a mix of pop, R&B, and alternative music, NIKI has successfully reached the global market, particularly in the United States and Asia. This success has

solidified NIKI's position as one of the most influential Asian artists in the digital music industry today.

The main objective is to identify the types of politeness strategies that are dominantly used. The analysis will use a few theories to investigate and find patterns of politeness strategies that appear in tweets related to in Nikizefanya Twitter (X) account. To achieve these objectives, the study addresses the following research questions: 1) What types of politeness strategies are employed by Twitter users in Nikizefanya Twitter (X) account's comments? 2) What kind of politeness strategies are most dominantly used by users in Nikizefanya Twitter (X) account's comments?

2. Literature Review

2.1 Concept of Politeness

Politeness is part of pragmatics. Pragmatics pertains to the examination of meaning as it pertains to the situational context in which an individual is communicating, whether through spoken or written language (Bahrani et al., 2024). Pragmatics pertains to the examination of meaning as it pertains to the situational context in which an individual is communicating, whether through spoken or written language. Pragmatics is especially concerned with implicit meaning, with inference and the unsaid, and the way in which language structure trades on this background of the presumed and the inferred (Levinson, 1983).

According to Goffman in Song (2014), politeness has some key features, it is about "face.". It is an idea about yourself that comes out during a conversation, showing up when people understand and judge what is happening. Fitriyah et, al. (2019) stated that politeness is a carefully developed way of acting that depends on social customs that are part of our social structure and how we assess each other. The behavior is beyond etiquette, it is a matter of organizing social relations, perpetuating harmony, and displaying respect among individuals, thereby verifying the social unity in groups.

Leech (2014) states politeness is a topic that people often disagree on, including experts such as linguists and writers. It means that politeness is a subject that elicits a wide range of opinions and perspectives among individuals. Eelen (2001) argues that politeness is significantly dependent on appropriateness. In other words, although politeness begins with the speaker's personal goals, the communicative success of politeness expressions in speaking acts depends heavily on using the correct level and type of politeness, at the right time, in the right manner, and determined by social norms as to what is appropriate in a given situation.

It can be concluded that politeness is a fundamental aspect of communication within pragmatics, serving to prevent conflict and cultivate social harmony (Brown & Levinson, 1987). It is a sophisticated form of social behavior deeply rooted in shared cultural norms and plays a vital role in organizing social relations, promoting respect, and ensuring group unity (Sudaryat et al., 2020). Moreover, politeness operates as a rule-governed system, with shared, often unspoken, rules that enable people to discern polite, rude, or neutral communication, signaling group membership and a willingness to cooperate (Khosh et al., 2022; Purnawati et al., 2025)

2.2 Politeness Scale

Leech (1983) determines the politeness scale of an utterance by utilizing each interpersonal maxim. Leech's five types of politeness measurement scales are explained as follows.

- a. **Cost-benefit Scale:** The scale of losses and profits refers to the size of the losses and profits caused by a speech act in a speech. The more the speech is detrimental to the speaker, the more polite the speech will be considered. Conversely, the more the speech benefits the speaker, the more the speech is considered impolite.
- b. **Optionality Scale:** indicating whether there are many or few choices (options) that the speaker conveys to the speech partner in speaking activities. The more it is possible for the speaker or speech partner to make many free choices, the more polite the speech will be considered. On the other hand, if the utterance does not provide the possibility of choice for the speaker and the interlocutor at all, the utterance will be considered impolite.
- c. **Indirectness Scale:** The indirectness scale refers to the directness or indirectness of an utterance's intent. The more direct an utterance is, the more impolite it is considered. Conversely, the more indirect an utterance's intent is, the more polite it is considered.
- d. **Authority Scale:** The authority scale refers to the relationship between social status of speakers and speech partners involved in the conversation. The greater the distance in social rank between the speaker and the speech partner, the more polite the speech used will tend to be. On the other hand, the closer the social status distance between the two, the lower the level of politeness of the speech used in the speech.
- e. **Social Distance Scale.** The social distance scale refers to the ranking of social relationships between speakers and speech partners involved in a conversation. There is a tendency that the closer the distance in social rank between the two, the less polite the speech will be. Conversely, the greater the distance in social rank between the speaker and the speech partner, the more polite the speech used will be. In other words, the level of intimate relationship between the speaker and his speech partner greatly determines the politeness rating of the speech used in speaking.

In the meantime, the Politeness Scale proposed by Brown and Levinson (Brown & Levinson, 1987) introduces three contextual, social, and cultural scales that determine the level of politeness in an utterance.

- a. **Social Distance between the Speaker and the Hearer.** This scale is influenced by parameters such as age, gender, and sociocultural background.
- b. **The Speaker and Hearer Relative Power.** The scale is based on the asymmetrical positions held by the individuals involved in the conversation.
- c. **Rank Rating.** This scale is concerned with the relative positioning of one speech act in relation to others.

2.3 Politeness Strategies

There are two main types of politeness that people try to respond to in communication, which lead to two different forms of politeness. The first type happens when a message might be unpleasant or unwanted, leading the speaker to show respect, avoid directness, or be more cautious; this is called negative politeness. The second type is based on the importance of maintaining good relationships, encouraging the speaker to show friendliness, support, and approval, and this is known as positive politeness (Brown & Levinson, 1987).

2.3.1 Positive Politeness Strategies

According to Brown & Levinson (1987), Politeness is a communication strategy that involves both positive and negative face, aiming to prevent face-threatening acts and help individuals maintain each other's social image. Here are the 15 positive politeness strategies proposed by Brown and Levinson:

- a. **Notice, attend to H (hearer's interest, wants, needs, goods).** This strategy involves demonstrating genuine awareness and concern for the hearer's well-being, their possessions, or their interests. An example provided is "Goodness, you cut your hair! It looks great! ... By the way, I came to borrow some flour," where the compliment on the haircut precedes a potential face-threatening act (the request for flour).
- b. **Exaggerate (interest, approval, sympathy with H).** This strategy involves intensifying one's expression of interest, approval, or sympathy towards the hearer. A clear example is "*What a beautiful painting!*" where the word "beautiful" is emphasized to heighten the compliment.
- c. **Intensify interest to H.** This strategy focuses on the speaker's contribution. For example: "You will never guess what Anne told me last night. This is right up your alley".
- d. **Use in-group identity markers.** This strategy focuses on how to use language that show group membership and solidarity with the hearer. For example: "Here's my old pal Andy. How are you doing today, *buddy?*"
- e. **Seek agreement.** This strategy focuses on finding common ground or safe topics. For instance, "I agree, right. Real Madrid played really badly last night, didn't they?". This repetition signals agreement and attentiveness.
- f. **Avoid disagreement.** This strategy aims avoiding disagreement by pretending to agree, false agreement, lying for the sake of favor, hedged words. For instance, "Well, in a way, she supposes she's sort of right, but....".
- g. **Presuppose/raise/assert common ground.** This strategy aims showing things that are considered to have similarities through small talk and presupposition. For instance, "People like me and him, why don't he?"
- h. **Joke.** This strategy aims to put the hearer at ease. For instance, "Great summer we're having. It's only rained six times a week on average"
- i. **Assert or presuppose S's knowledge of and concern for H's wants.** This strategy focuses on express understanding of the listener's wishes, assert knowledge of and concern for hearer's wants. For instance, "Look, I know you like...."

- j. **Offer and promise.** This strategy aims to offer and promise. For instance, "I'll take you out to dinner on Sunday if you'll cook dinner this evening".
- k. **Be optimistic.** This strategy focuses on how to make the hearer wants what the speaker wants. For instance, "I know you're always happy to get a bonus..."
- l. **Include both S and H in the activity.** This strategy uses inclusive pronouns like "we" or "us" when referring to an activity, even if the activity primarily concerns one person. For example, "Let's have a cookie, then" (meaning "I'll have a cookie too") or "Let's have dinner". In the provided text, the phrase "Let us start our lesson today. We will discuss our last topic about transportation problem" uses "we" and "our" to involve the students in the learning activity, even though the teacher is initiating it.
- m. **Give or ask for reasons.** Providing reasons for a request or asking the hearer for their reasons for an action shows respect for their rationality and acknowledges their autonomy. Examples include "Why not lend me your cottage for the weekend?" or "Why don't we go to the beach tomorrow?".
- n. **Assume or assert reciprocity.** This strategy involves stating or implying that there is a history of cooperation or mutual benefit between the speaker and hearer, or that such reciprocity is expected in the future. An example is "If you help me with this, I'll owe you one" or "She asked me to buy this book yesterday, so I buy it".
- o. **Give gifts to H (goods, sympathy, understanding, cooperation).** This strategy encompasses more than just physical gifts but it includes offering non-material gifts such as sympathy, understanding, or cooperation. For instance, "Have a cup of hot coffee.... amazing! Offering sympathy, as seen in "I was so terribly sorry to hear about..." or "I do hope she's feeling much better..." also constitutes this strategy. These positive politeness strategies are employed to foster a friendly, cooperative, and harmonious interaction by acknowledging and validating the hearer's positive face needs.

2.3.2 Negative Politeness Strategies

According to Brown and Levinson's politeness theory (1987), negative politeness strategies are designed to address the hearer's negative face. Negative face refers to an individual's desire to be independent, autonomous, free from imposition, and to have their actions unimpeded by others. Brown & Levinson (1987) consider negative politeness to be the "heart of respect behavior". There are ten key negative politeness strategies:

- a. **Be conventionally indirect.** This strategy involves using utterances that are direct in their meaning but are softened by conventionalized politeness markers. For instance, "Can you please pass the salt?" is direct about the request but the "please" and interrogative form make it less imposing than "Pass the salt!".
- b. **Question, hedge.** This strategy involves using questions and "hedges" to avoid presuming or assuming that the hearer is willing or able to comply with a request, or that the speaker's statement is entirely true or agreeable. Examples include "I wonder whether Billy can help me" or "I guess that Henry is coming".

- c. **Be pessimistic.** This strategy focuses on how threats to politeness can be improved by explicitly expressing doubts about whether the speaker's intended action can be fulfilled by the listener. For instance, "If he has a little time to spare for me...."
- d. **Minimize the imposition.** This strategy is a form of implementation of the negative politeness mechanism. This strategy is used to reduce the degree of threat to politeness. For instance, "Could I borrow your phone for just a minute?"
- e. **Give deference.** This strategy focuses on how to show respect and admiration for the hearer by elevating their status or showing humility regarding one's own. For instance, "Excuse me, officer"
- f. **Apologize.** This strategy is an implementation of the negative politeness mechanism, which expresses the speaker's desire not to pressure the listener. The apology strategy is implemented by conveying the speaker's reluctance to apologize to the listener. This is done to maintain the listener's negative politeness. For instance, "Please forgive me,"
- g. **Impersonalize S and H.** This strategy is carried out by stating as if the speaker is someone else, not the speaker, or not just the speaker himself. Likewise, the intended listener is presented as if they are another listener or just the listener himself. Avoid the pronouns "I" and "you". For instance, "You shouldn't do things like that" with "one shouldn't do things like that"
- h. **State the FTA as a general rule.** This strategy states that the act of threatening politeness is not something the speaker wants to do to the listener, but rather something they are forced to do due to rules or obligations. One of its characteristics is the avoidance of pronouns. For instance, "Smoking is forbidden in the school area."
- i. **Nominalize.** This strategy involves converting verbs into nouns, which makes the action or state being discussed seem more abstract and less directly attributable to an individual. An example is changing "You performed well on the examinations" to "Your good performance on the examination impressed us".
- j. **Go on record as incurring a debt, or as not incurring a debt H.** This strategy involves explicitly stating that the speaker is indebted to the hearer or, conversely, that the hearer is *not* indebted to the speaker, when performing a face-threatening act. Examples include "I could easily do it for you" or "I don't mind helping you".

2.4 Social Media

Nowadays, the presence of social media, such as *Facebook, Instagram, Twitter, YouTube, WhatsApp*, and others, is a reflection of the public's need to be able to obtain various kinds of information quickly and accurately and to establish long-distance or virtual communication (Silitonga & Pasaribu, 2021). These platforms are now widely used by individuals of all age groups across the world, playing an increasingly important role in global communication and interaction (O'Day & Heimberg, 2021). Communication that takes place in cyberspace has now become common and accepted by various groups of people, regardless of age, background, or social status. Through social media, individuals can not only communicate and exchange information, but also establish connections, interact with old friends, and find new friends from different across the globe (Situmorang et al., 2025).

According to Ytoc (2024), politeness has traditionally been examined within the context of face-to-face interaction, where communication is shaped by immediate social context and multimodal cues. In contrast, online communication operates under different interactional conditions that can significantly influence the realization of politeness strategies. In line with that, Asia states (2024) that digital platforms primarily rely on written text, which limits the availability of nonverbal cues that normally support interpretation in offline interaction.

Meanwhile, Lee (2023) argues that one of the most well-known microblogging sites with the ability to promote this style of conversation is X, formerly known as Twitter. Online social media is designed to facilitate interactive social interaction based on internet technology. First, the news posted is highly up-to-date. Second, each uploaded piece of information (post) generally elicits numerous comments and a wide variety of responses from readers. Third, its diverse membership, which comes from various educational backgrounds and ages, results in a wide variety of sentences and responses using highly varied language (Asadanie et al., 2023).

3. Research Methodology

3.1 Research Design

This research employs qualitative methods. According to Emzir (2009), qualitative research focuses on interpreting linguistic phenomena and understanding how language users apply politeness strategies in online communication. Qualitative data consists of written or spoken words from language users, where, in the context of this study, spoken interactions are woven into written form within social media interactions. In the qualitative data research procedure, this study also employs descriptive methods, including analytical explanations of word collections used in specific contexts or discourses. The analysis in this study is based on the politeness theory proposed by Brown & Levinson (1987), which classifies politeness strategies into two categories; positive politeness and negative politeness. In this framework, the researchers are purely present as observers and collected data in the form of written statements on the conversation wall of the comment column. The researcher's presence is unknown to those involved in the comments. The researcher simply observed and recorded the data needed for this study.

3.2 Participants

Participants in this study are Twitter users (X) who posted comments on the Twitter account of @nikizefanya. Because this study analyzed politeness strategies occurring in online discourse and occurring naturally, the commenters were not contacted directly by the writers. Participants were selected using purposive sampling, focusing on comments containing clear linguistic expressions of politeness strategies (Emzir, 2009). In total, approximately 668 comments during the period November 2024 to January 2025. The data source was limited to comments written in English and relevant to the selected tweets included in the data findings. The username and personal identity of the X account of participants are withheld to maintain privacy and ethical considerations for online research.

3.3 Instruments

The study uses documentation as an instrument during conducting this research (Emzir, 2009). The descriptive qualitative method applied in this study relies on data collection

through digital archives, which are comments on NIKIZEFANYA's Twitter (X) account. The data was systematically collected and analyzed from existing comments. With this instrument, the writers are able to identify, classify, and describe various politeness strategies used by Twitter users when interacting on the account.

3.4 Data Analysis Procedures

All collected comments were identified and subjected to a comprehensive content analysis. This examination was followed by the classification of all data based on Brown & Levinson's theory (1987), providing a structured framework for interpreting the function of communication within the comments section. The steps of this research are as follows: 1) the writers classify the data that has been identified for politeness according to the form and function of speech, as well as linguistic aspect markers that indicate politeness. 2) The results of the identification are classified according to the realization of politeness in speech, 3) the results of the analysis are checked for validity or credibility by colleagues, and 4) the writers draw a conclusion in the form of regularity in realizing politeness in communicating on Twitter.

4. Results

4.1. Positive Politeness Strategies

From 668 comments data that were identified, it was found that the use of positive politeness strategy reached 101 data, and it clearly shows that the most dominant positive politeness strategy used by Twitter users (X) on the NIKIZEFANYA account is "Use in-group identity markers", with a percentage of 45,5% of the total data found, which is 46 data. This shows the strong tendency of users to build and emphasize group identity in their interactions. In the second position, the strategy "Notice, attend to H (hearer's interests, wants, needs, goods)" is also quite frequently used, as evidenced by the 32 data representing 31,6% of the total. Next, the "Give gifts to H (goods, sympathy, understanding, cooperation)" strategy contributed 10 data or 9,90%. Meanwhile, the "Joke" strategy appeared in 6 data or 5,94%, and the "Exaggerate (interest, approval, sympathy with H)" strategy was only found 4 data with a percentage of 3,96%. Finally, the "Give or ask for reasons" strategy is the least used, with only 3 data points or 2,97%. Based on this data, it is very clear that the use of group identity markers is the dominant strategy used in NIKIZEFANYA Twitter (X) account.

Table 1: The occurrence of positive politeness strategies in NIKIZEFANYA Twitter (X) Account

Positive Politeness Strategies	Amount	Percentage
Notice, attend to H (hearer's interest, wants, needs, goods)	32	31,6%
Exaggerate (interest, approval, sympathy with H)	4	3,96%
Use in-group identity markers	46	45,5%
Joke	6	5,94%
Give or ask for reasons	3	2,97
Give gifts to H (goods, sympathy, understanding, cooperation)	10	9,90%
Amount	101	100%

4.2. Negative Politeness Strategies

From 668 comments data that identified, the author only found two negative politeness strategies used in communicating on NIKIZEFANYA's Twitter (X) account with total amount 19 data. In the first strategy (Be conventionally Indirect), there are 17 data found with a percentage of 89,4%. Meanwhile, in another strategy (Minimize the imposition), the author only found two data with a percentage of 10,5%. Based on the data that has been collected, it can be concluded that the first strategy (Be conventionally indirect) is the most dominant negative politeness strategy used in (X) NIKIZEFANYA's Twitter account. In this context, the writer concludes that Twitter users (X) on the NIKIZEFANYA account more often say things clearly and directly.

Table 2: The occurrence of negative politeness strategies in NIKIZEFANYA Twitter (X) Account

Negative Politeness Strategies	Amount	Percentage
Be conventionally indirect	17	89,4%
Minimize the imposition	2	10,5%
Amount	19	100%

5. Discussion

5.1 Notice, attend to H (hearer's interest, wants, needs, goods)



Context: @nikizefanya revealing dress code for her upcoming concert in Asia and Australia

Tweet: @nikizefanya: "BUZZ AROUND THE WORLD DRESS CODE REVEAL !!! asia + australia all i want for my birthday is for u to show up & show OUT to the shows plz & thx, SEE U IN LITERALLY A COUPLE WEEKS WTF ?? (ur not ready i fear uh oh)"

Comment: @frvmikha: "Happy birthday Niki see u"

In the nikizefanya Twitter (X) account post above, the writer found a comment that clearly shows the use of positive language politeness strategies. This can be seen from the greeting that sent by the speaker, "**Happy Birthday**", it was given because the post was made to coincide with @nikizefanya's birthday. It means the speaker notice and attend to the hearer.

5.2 Exaggerate (interest, approval, sympathy with H)



Context: @nikizefanya thanking the radio account and fans about her song that added to national radio's playlist

Tweet: @nikizefanya: "first @BBCR1 playlist add for "Buzz"!!! thank you"

Comment: @maerseille: "My goat"

In the comment, the words "**My goat**" not define as a literal "goat" but it stands for "Greatest Of All Time" which indicates a deep appreciation of the speaker for the beauty of her album exaggerately, implying that the artwork is truly mesmerizing.

5.3 Use in-group identity markers



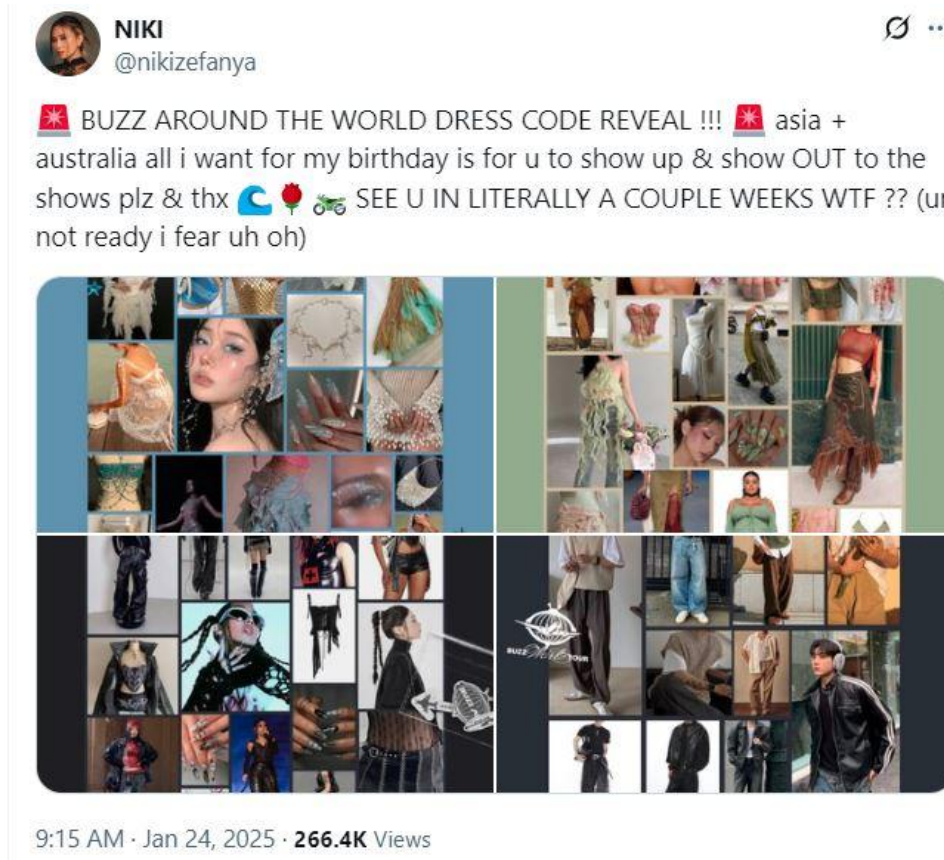
Context: @nikizefanya informing her audience that her concert ticket sales started that day

Tweet: @nikizefanya: *ON SALES start today! Check nikizefanya.com for details on your city!*"

Comment: @taylegendaric: *"YES MAMA"*

"MAMA" in the comment above is an example of comment that use identity marker, the writer identified that the word "MAMA" is such a reflection of a term or identity specifically used within a particular social group.

5.4 Joke



Context: @nikizefanya revealing dress code for her upcoming concert in Asia and Australia

Tweet: @nikizefanya: *"BUZZ AROUND THE WORLD DRESS CODE REVEAL !!! asia + australia all i want for my birthday is for u to show up & show OUT to the shows plz & thx, SEE U IN LITERALLY A COUPLE WEEKS WTF ?? (ur not ready i fear uh oh)"*

Comment: @yulisisgood: *"mother is this what you meant by mystic force outfit?"*

(put the gif of power rangers' outfit)"

The comment uploaded by the account above applied the eighth positive politeness strategy (joke). This can be seen through the statement and the gif they put on comment section.

5.5 Give or ask for reasons



Context: @nikizefanya informing her audience about ticket sales and location for her upcoming Asia and Australia tour

Tweet: @nikizefanya: "IT IS YOUR TURN ASIA & AUSTRALIA. BUZZ WORLD TOUR 2025 IS COMING TO YOU. details for each city's on-sale at nikizefanya.com/tour. SEE YOU SOOOO SOON AHHH i genuinely cannot WAIT to be back"

Comment: @riyaninsani: "WHY BEACH CITY???"

In the context of @nikizefanya's Asia and Australia ticket sales and tour location announcement, the writer found that the comment "Why Beach City?!" is one example of the 13th positive politeness strategy identified. The question reflects the commenter's curiosity about the reason for selection of Beach City as the concert venue in Indonesia.

5.6 Give gifts to H (goods, sympathy, understanding, cooperation)



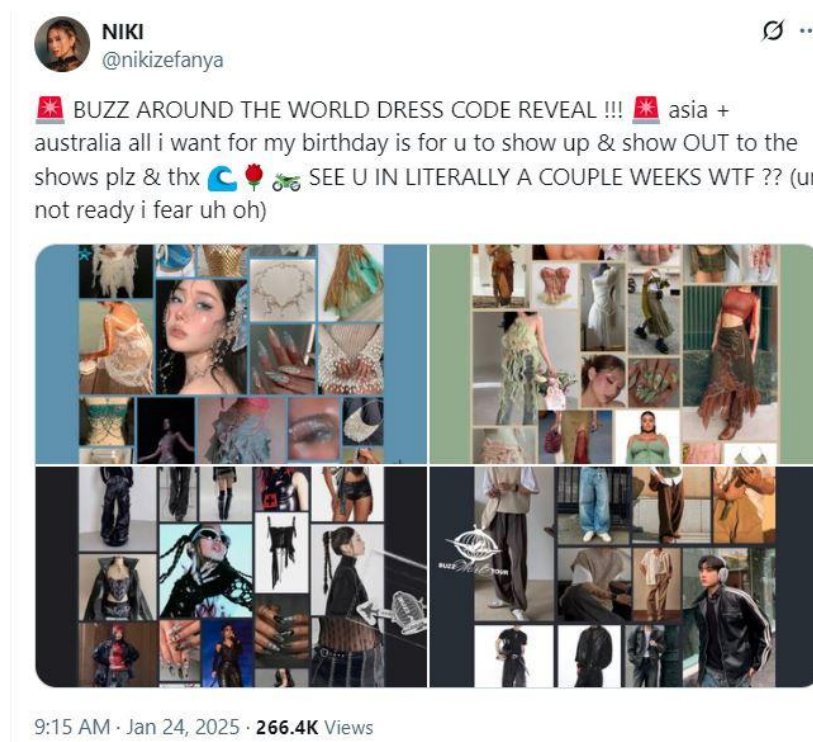
Context: @nikizefanya posting a few pics about her North America and Europe tour

Tweet: @nikizefanya: "THANK YOU BUZZ TOUR NORTH AMERICA & EUROPE 2024. we ended the tour in Dublin & i truly couldn't have asked for a better last show. from the bottom of my heart, THANK YOU. my love for you buzzes on, forever & always"

Comment: @avtumnsesh: "PROUD OF YEWWWWWW"

From the comments observed, it can be seen that the speaker (@avtmnsesh) is trying to establish an emotional connection with the hearer (@nikizefanya) by sending messages that show genuine sympathy and support

5.7 Be conventionally indirect



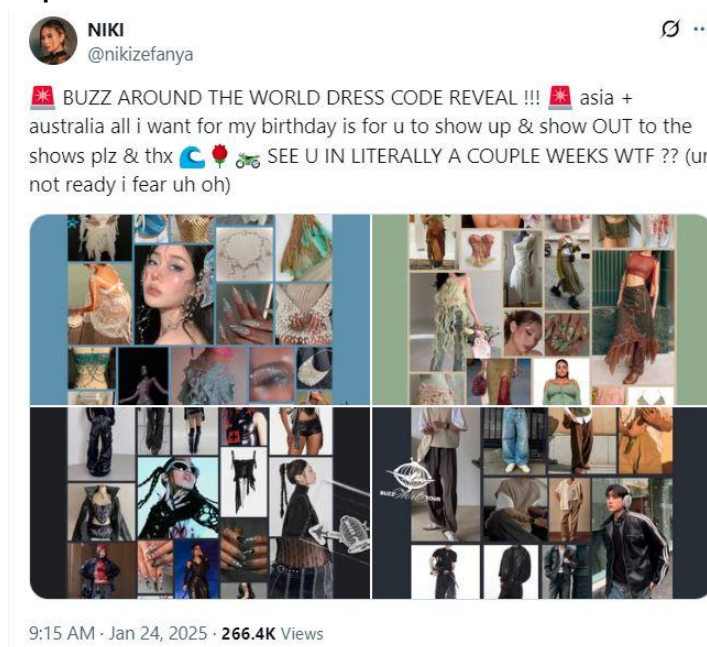
Context: @nikizefanya revealing dress code for her upcoming concert in Asia and Australia

Tweet: @nikizefanya: "BUZZ AROUND THE WORLD DRESS CODE REVEAL !!! asia + australia all i want for my birthday is for u to show up & show OUT to the shows plz & thx, SEE U IN LITERALLY A COUPLE WEEKS WTF ?? (ur not ready i fear uh oh)"

Comment: @vitaminceejeong: "Please release you'll be in my heart on Apple Music"

In the analysis of the data presented, the comments found consistently show the application of the negative politeness strategy. This can be seen in the data, where the speaker (@vitaminceejeong) directly and straightforwardly asks @nikizefanya to release a certain song on Apple Music.

5.8 Minimize the imposition



Context: @nikizefanya revealing dress code for her upcoming concert in Asia and Australia

Tweet: @nikizefanya: "BUZZ AROUND THE WORLD DRESS CODE REVEAL !!! asia + australia all i want for my birthday is for u to show up & show OUT to the shows plz & thx, SEE U IN LITERALLY A COUPLE WEEKS WTF ?? (ur not ready i fear uh oh)"

Comment: @gen_gaystaff: "can i just gooo for buzz boy"

The application of this strategy can be observed through the use of the word "just". The word "just" here functions as a reducing threat to politeness (redressive action). By including "just", the speaker attempts to minimize the potential burden or demand perceived by the hearer, making the request sound lighter, less demanding, and ultimately reducing the potential impact on the hearer's negative face.

The findings of this study indicate that interaction within the @nikizefanya X (Twitter) comment section is predominantly characterized by positive politeness strategies, particularly the use of in-group identity markers (45.5%), while the most frequent negative politeness strategy is being conventionally indirect (89.4% of the negative politeness instances). This pattern suggests that online fan discourse is strongly oriented toward solidarity, affiliation, and the construction of communal identity. Such findings are consistent with prior research, which highlights that digital communication environments tend to foreground relational work and social bonding. For instance, Theodoropoulou (2015) demonstrates that social media interactions, particularly in informal settings such as Facebook, are largely driven by expressions of intimacy and shared social ties. Similarly, Ambarwati et al. (2019) reveal that online communication emphasizes harmony, humor, and relational closeness. However, the present study extends these findings by demonstrating that in fandom-based discourse, identity markers (e.g., "mama") function not only as politeness devices but also as symbolic resources for enacting group membership and emotional alignment within a digital community.

In contrast to classroom-based and institutional communication, the present findings reveal a more concentrated use of affective and solidarity-oriented strategies. Previous studies, such as Fitriyani & Andriyanti (2020), show that classroom discourse involves a wider range of politeness strategies—including positive politeness, negative politeness, and bald-on-record forms—due to the influence of power relations, social distance, and pedagogical objectives. Likewise, Rowiyah et al. (2025) report that WhatsApp-mediated classroom interaction integrates both positive and negative politeness strategies to support instructional goals and maintain mutual respect. While the dominance of conventionally indirect strategies in the present study aligns with findings from Flores-Salgado & Castineira-Benitez (2018), who argue that indirectness serves to mitigate imposition in digital requests, the function in the current dataset differs.

Furthermore, the present study diverges from findings where politeness is not always the dominant feature of online discourse. For example, Shalekhah et al. (2020) demonstrate that Indonesian YouTube influencers often employ impoliteness and verbal aggression as performative strategies for entertainment purposes. Similarly, Mujiono & Ula (2020) show that politeness strategies in film dialogues are largely shaped by scripted narrative functions rather than spontaneous interaction. In contrast, the current findings highlight that naturally occurring discourse within fan communities on X is predominantly characterized by supportive, affiliative, and identity-driven communication. This suggests that politeness in such contexts extends beyond the mitigation of face-threatening acts, functioning instead as a mechanism for expressing admiration, reinforcing social bonds, and sustaining a sense of collective belonging in digital environments.

6. Conclusion

The findings show that the fourth positive politeness strategy (Use in-group identity markers) is the most dominant strategy, with the percentage of usage reached 45,5%. Meanwhile, from the category of negative politeness strategies, the first strategy (Be conventionally indirect) dominates with a much higher percentage of 89,4%. These findings show that the users in the NIKIZEFANYA account use language or references that identify them as part of the same group as their audience, creating a sense of closeness and community. The identification of these strategies provides an insight into the polite or impolite communication patterns that occur on the Twitter (X) platform, especially on the accounts studied. One of the significant aspects of the Politeness Theory of Brown and Levinson is the politeness strategies, namely positive politeness and negative politeness. The strategy can be used in many various linguistic contexts, which makes it useful for analyzing interactions not only in face-to-face communication but also in social media discourse. In contrast, communication models on social media platforms such as X (Twitter) depend on written text, emojis, and other digital symbols, which may not always be suitable within the theory of traditional politeness on language.

For further research, the same data could be expanded by classifying it based on specific categories, such as the type of news posts and comments, to obtain more specific politeness criteria. Cross-cultural analysis can also be used to provide deeper insights into how social media users from diverse linguistic and cultural backgrounds use politeness strategies in the global online communication environment.

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