CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Social media platforms are amongst the most widely used sources of information in the World, the easy and inexpensive access to the internet and a large number of registered users in these platforms make them one of the easiest and most effective ways to disseminate information. During major events, the overall response is usually a greater search for information about sports disease, natural disaster,or political events

A good example can be seen with the peak of searches for information on the Internet and social media platforms in China preceding the peak of incidence in COVID-19 cases by 10-14 days, with which internet and social media networks searches have a demonstrated correlation with the incidence of disease.

Social media platforms have also become helpful for the lay public to maintain communication with friends and family to reduce isolation and boredom which have been associated with anxiety and long-term distress, therefore becoming an important recommendation for isolation at home to help to reduce the psychological impact.

Some of the most relevant characteristics of social media platforms in this pandemic has been the rapid dissemination of protocols at regional, national, and international levels. Sharing protocols about treatment, personal protection equipment, or even proposals for fair allocation in scarce medical resource settings have now become the new normal.

This situation makes less capacity to develop protocols at sufficient speed to be able to implement or adapt other's protocols to their particular situation or resources.However, the most important things with the use of social media platforms during the pandemic.

Social media is both a blessing and a curse during the COVID-19 public health crisis either easing fears or spreading misinformation. During a time when people from around the world are not able to do many things that were once taken for granted, like dining at a restaurant, taking a trip to the mall or heading to the gym for a workout social media usage is becoming another solution or complimentary activities. People are seeking answers, reassurance and an escape from social isolation.

Social media is one of most common ways people are communicating and receiving updates about COVID-19. According to https://www.CNN.com Indonesia h stated that There are now 3.484 billion worldwide social media users. This equates to 45% of the world’s population being on social media consuming and sharing information about the coronavirus. The fast-moving nature of social platforms combined with the ease of retweeting and sharing means that social media etiquette matters during times of uncertainty.

Etiquette, which is loosely defined as the conventional, unwritten practices followed by members of a certain behavior or activity, now applies to the virtual world. Rather than freely posting anything and everything onto sites like Facebook, Twitter, now more than ever there‘s an unspoken ‒code of conduct‖ driving interactions and posts on social sites. That means being extremely cautious or avoiding humor when referencing COVID-19, making sure posts are

in line with your overall business strategy and only sharing information from a credible source.

As the preliminary data taken from posts in fb are shown belows :

users	*Posts in indonesia*	Posts in English
U1‖	*Dalam memberikan pelayanan kepada pasien Covid-19 ,kami memerlukan sejumlah kebutuhan .bila berkenan ,**sudilah** kiranya bapak mengirimka kepada kami daftar kebutuhan RSUD.dr soeselo slawi,Tegal,Jawa Tengah ,Indoesia :masker bedah,masker n95 23 maret 2021 Https://twitterAgusWakhid.*	In providing services to Covid-19 patients, we need a number of needs. If you **please**, please send them to us 23 March 2021 Https: // twitterAgusWakhid.
U2‖	***Sempurnakan maskermu** ,karena maskermu bukan hanya untuk dirirmu 17april 2021* https://facebooktotokimam.	**Perfect your mask**, because your mask is not only for you

Polite language can be seen in an attempt to avoid conflict between speaker and speech parteners. In this case,language politeness is a cultural reflection of a society. True language politeness is the way taken by speaker in communicating in order speech partners do not feel pressured cornered or offended. In this case the 2 examples above the speaker uses the politeness strategy, in conveying his thoughts to the recipient of the message by using 2 different politeness strategies in the example above, Dr. Soeselo wants to convey a request to the public to submit a list of health facilities needed in hospitals there is. In the process the speakers use positive politeness strategies so that patients and hospital owners do not feel ordered. While the u2 (Pak totok imam) the speaker wants to convey an appeal to the public to use the correct mask, for mutual safety in this case the speaker cursed negative politeness

in this research, the researcher takes social media (facebook and twitter) user ,particularly those are from Medan There are two problems that occur in this social media. The main strategies in this social media are Positive politeness and negative politeness. In this social media there are many utterances expressing the character intentions. The characters use various kinds of speech act to convey their intention. Those various kinds of phrases can be used to analyze the meaning utterances by the main strategies both the implied meaning and the explicit meaning. Due to the limitation of the limit time and knowledge of the researcher, this research only focuses on positive and negative politeness startegy in facebook and twitter post the first problem stated above, that is, the differences of language use between the main strategies. The researcher analyzes the politeness strategies and politeness principles used by the main strategies in this social media. Since the classifications of politeness study provided by theorists vary in detail, the classification of politeness strategies by Brown and Levinson (1978) and politeness principles by Leech (1983)

The following are recently studies related to the problem. The first one is Taken from Dehart, Stell and Grant (2020)Study about Social Media and the Scourge of Visual Privacy. This study ,investigates the users‘ perspective of privacy ,pervasiveness of privacy leaks on Twitters ,and the threats and danger on these platform.It was found that participants need more education about the threats of visual content and how these privacy leaks can lead to phyical, mental and emotional danger.

The other related study is from Simsekand Bulut(2019), this study disscuss the proccess of politeness as an education value in secondary school

turkish coursebookThe found of this research is to identify politeness and politeness expression in Turkish language textbooksThe importance of politeness is mentioned in some of the text in these textbook and politeness expression are used explicitly in some others texts

The last related study is about the finding from this study revealed that English students used different kinds of expressions to encode their politeness in the class conducted by Mahmud (2018)

Based on the disscussion mentioned above ,it is then intersting for the researcher to study about the politeness strategies in social media : the case of covid -19‖ Pandemic in facebook and twitter posts This study will focused on so the use of politeness strategies, procces of politeness strategies and recent of the strategies used in fb and twitter social media a in the context of covid -19 pandemic.

1.2 The Problems of the Study

The following are the problem of study :

1. What types of Politeness Strategies are used in the social Media in Facebook and Twitter post about Corona virus situation?
2. How are the politeness strategies applied in the case of COVID-19 in social media in Facebook and Twitter posts about Corona virus situation?
3. Why are the politeness strategies realized as they ways they are ?

1.3 The Objectives of The Study

1. To discover the most dominant types of politeness Strategies used in the social Mediain Facebook and Twitter comments about Corona virus situation
2. To elaborate the politeness strategies appear in the case of COVID-19 in social media in Facebook and Twitter posts about Corona virus situation
3. To explain the reason of politeness strategies have impact of the social media realized in the corona Virus in facebook and twitter posts

1.4 The Scope of Study

The scope of the study is to analyze politeness strategy in social media with the case of Covid-19 pandemic by using politeness theory of brown and levinson (1987). In this study the researcher analyzes the most dominant types of Politeness Strategies used in the social Media about Corona virus situation, how the politeness appear in the social media on Facebook and Twitter in case of COVID 19 and the reason why the politeness strategies used in analyze the netizens comment on Facebook and Twitterpostduring march 2021.

1.5 The Significances of the Study

1. For theoretical Purposes

   The theoretical benefits of this research are :

   1. This research helps in learning pragmatics, especially politenessstrategies proposed by Brown and Levinson.
   2. This research can enrich the previous research on politeness strategy.

2. For Practical Purposes

The practical benefits of this research are :

a. For English Learners, this research is expected to the able to encourage them to be moreaware of using politeness comments in language. This helps them tobe capable of using appropriate English politeness strategies used insocial situations.

b. For English teachers, this research can encourage them to assess andevaluate not only the grammatical skill, but also the students' skill inusing politeness language in social situations.

c. For the other researcher, this research can give them enough information aboutpoliteness language and it can be a reference for their studies.

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