

CHAPTER I

INTRODUCTION

1.1 Background of the study

YouTube, a social media and video sharing website that was founded in 2005, now has 88 local versions, is available in 76 languages, and has over a billion users who watch "hundreds of millions of hours" of videos every day. Despite YouTube's vastness, volume, and reach, certain videos and individual users have distinguished themselves as among the most popular on the site, shattering long-standing records by attracting far more views or followers than other content or users.

While views are commonly used to determine the popularity of a single YouTube video, active YouTube users who regularly create or share videos can create and manage their own channels. Others can subscribe to the online gaming, such as PewDiePie, persona of Swedish user Felix Kjellberg, who is the most subscribed user in the website's history. Viewers and subscribers, according to Chikwaya and Zhang (2018), keep vloggers going. Audience approval may have an impact on video content created by vloggers because they will be more adaptable in creating content based on audience preferences in order to gain active viewership. These preferences are directly visible in the comment sections, where users can commend, suggest, and even criticize vloggers' content.

News comment is one of the most popular forms of user participation in online newspapers, and it has a lot of potential for public discourse (Weber,P 2020).

This includes a commenting section, which allows YouTube Channel viewers to leave comments on YouTube posts. Each netizen can choose the form of sentences and words to represent their thoughts and feelings when expressing feelings and opinions through writing (Thelwaall, 2012). The choice and application of specific words in written language is critical to maintaining etiquette. Most people value freedom of expression because it allows them to think freely, which can lead to potentially humiliating behavior (FTA).

Politeness is used in society to help people understand language. People who communicate must be able to have smooth and efficient conversations. As a result, people must employ politeness strategies in order to elicit a positive response from listeners. This strategy refers to evaluative judgments about social conformity, which are used to minimize or avoid conflict and maintain smooth and harmonious interpersonal relationships through the use of appropriate social behavior (Spencer-Oatey, 2000). Using polite communication strategies to demonstrate mutual respect and reduce misunderstandings.

The researcher chose PewDiePie *YouTube* channel as an object for this research. While reading the comment section, the researcher immediately got the example of the comment section which reveals by netizen in PewDiePie *YouTube* channel :

@Ogi : Ah yes, the greatest war in history, sorry to everyone who wasn't able to see it.

In the example above, the netizen applies negative politeness strategies by apologizing. Saying sorry is frequently used to mitigate the threat to the listener's negative face.

There are many reasons why researchers are interested in studying politeness strategies from the comments section of PewDiePie *YouTube* channel. The first, every uploaded video posted were very updated. Second, every uploaded video generally invites a lot of comments and various responses from the viewers. The last, With a net worth of over \$15 million and over 100 million subscribers, PewDiePie is statistically the most successful YouTuber (Lea Medina, Eric Reed, Cameron Davis, 2020).

1.2 The problem of the study

Based on the background above, the researcher formulated the following research question:

1. What politeness strategies are found in the comment section by netizens on the PewDiePie channel “bitch lasagna”?
2. How are the politeness strategies realized in the comment section by netizens on the PewDiePie channel “bitch lasagna”?
3. Why are the netizens realized politeness strategies in the comment section on the PewDiePie's channel ‘bitch lasagna’?

1.3 The scope of the study

This research focused on the 'BITCH LASAGNA' comment section on PewDiePie's YouTube channel. The study's limitation is that it is the only analysis of politeness strategies based on Brown and Levinson's (1978) theory. The study's subject is the PewDiePie YouTube channel.

1.4 The significance of the study

The results of the study are expected to have theoretical as well as practical implications.

A. Theoretically

The purpose of this study is to improve students' knowledge of politeness strategies in the comment section of Pewdiepie's YouTube channel, particularly English and Literature students.

B. Practically

The study's findings should be useful.

1. For the Student

This study can maintain them to be more mindful of using polite language. This enables them to use appropriate English politeness in social situations.

2. For the Readers

This study aids in the study of pragmatics, Specifically, Brown and Levinson's politeness strategies.

3. For the Researchers

This research will provide them with sufficient information about politeness language and will serve as a reference for their studies.

