ABSTRACT

Sagala, Alvin.Registration Number : 81961120018.Politeness Strategies In Social Media: The Case Of "Covid – 19" Pandemic In Facebook And Twitter Posts. English Applied Linguistic Program ,Postgraduate School , Universitas Negeri Medan. 2021.

This study deals with the types of politeness strategies on social media: Facebook posts and Twitter, according to Brown and Levinson's (1987) theory. This research is included in the type of descriptive qualitative research. To answer questions in the research, the author took 30 Facebook posts and Twitter data according to Creswell's (2009) theory, namely by downloading posts from Facebook and Twitter randomly with the theme of Covid-19. Then the data was condensed, displayed and verified conclusion drawn. The results of this study found that there were 5 types of positive politeness strategies and 6 negative politeness strategies. The positive sub strategies are: making offer, showing a sense of optimism, involving the interlocutor and speaker in a certain activities, giving and asking for reasons, and expector demand reciprocity. while the negative politeness strategies include: indirect expression), using fences, stating FTA as a general social, stating clearly that the speaker has given goodness.

Keywords: strategy, politeness, social media, facebook, twitter.

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Penelitian ini berkaitan dengan jenis strategi kesopanan di sosial media: postingan facebook dan twiter, sesuai teory Brown dan levinson(1987). .penelitian ini termasuk kedalam jenis penelitian qualitatif deskriptif. Untuk menjawab pertanyaan pada pe elitian, penulis mengambil 30 postingan facebook dan twiter data sesuai teori Creswell (2009) yaitu dengan mendownload lpostingan dari facebook dan twiter secara acak yang bertema covid-19.selanjutnya data tersebut dikondensasi, ditampilkan dan diperivikasi atau ditarik kesimpulan. Hasil dari penelitian ini menemukan ada 5 jenis strategi kesopanan positif dan 6 strategi kesopanan negative. Sub strategi positif tersrbutadalah:making offer, showing a sense of optimism, involves the interlocutor and speaker in a certain activities, giving and asking for reasons, and expector demand reciprocity. Sedangkan pada strategi kesopanan negatif antara lain: indirect expression), using fences, stating FTA as a general social, stating clearly that the speaker has given goodness.

Kata kunci: strategi, kesopanan, sosial media, facebook, twiter.