

REFERENCES

- Ammaida, Y. (2020). Politeness Strategies Of The Comments Toward Trump's Instagram Post On'international Women's Day. *Cultural Science Student Journal, 1*(1).
- Braun,V., & Clarke,V. (2006). *Using Thematic Analysis In Psychology Qualitative Research In Psychology.* 3(2), pp. 77-101.
- Covington (1987). *Politeness: Some Universals In Language Usage.* New York: Cambridge University Press.
- Burgess, J., & Green, J. (2009). *YouTube: Online video and participatory culture.* UK: Cambridge Polity Press.
- Covington, P., Adams, J., & Sargin, E. (2016). Deep Neural Networks For Youtube Recommendations. In *Proceedings of the 10th ACM conference on recommender systems* . pp. 191-198.
- Eshghinejad, S. & Moini, M.R. (2016). Politeness Strategies Used In Text Messaging: Pragmatic Competence In An Asymmetrical Power Relation Of Teacher–Student. *6*(1), *SAGE Open*.
- Fairclough, N. (1989). *Language and Power.* New York: Longman Group UK Limited.
- Geertz, C. (1960). *The Background and General Dimensions of Prijaji Belief and Etiquette.* The Religion of Java. Chicago: The University of Chicago
- Khan, M. (2021, March 2021). *YouTube Learning At 10.* YouTube.
<https://www.youtube.com/yt/press/statistics.html>.
- Lakoff, R. T., & Lakoff, R. (1990). *Talking Power.* USA: Basic Book.

- Leech, G. N. (2014). *The Pragmatics of Politeness*. New York: Oxford University Press
- Leedy, P. D., & Ormrod, J. E. (2015). *Practical Research Planning and Design*. England: Pearson Education Limited.
- Medina, L., Reed, E., & Davis, C. (2020). The 3 P's: Pewdiepie, Popularity, and Profitability. *Pepperdine Journal of Communication Research*, 8(1), pp. 4.
- Miller-Ott, A. E., & Kelly, L. (2017). A politeness theory analysis of cell-phone usage in the presence of friends. *Communication Studies*, 68(2), pp. 190-207.
- Mulyono, H., Amalia, D. R., & Suryoputro, G. (2019). Politeness Strategies in Teacher-Student WhatsApp Communication. *Journal of Language Teaching and Learning in Thailand*, 58, pp. 295-318.
- Onn, C. T. (2018). A Comparison Of Malaysian Ethnic And Political Stand-Up Comedies' Text Structures And Use Of Politeness Strategies. *International Journal of Applied Linguistics and English Literature*, 7(7), pp. 182-190.
- Singhal, A., & Rogers, E. M. (2003). *The status of entertainment-education worldwide*. In *Entertainment-education and social change* ,pp. 25-42. UK: Cambridge Polity Press.
- Spencer-Oatey, H. (2000). *Culturally Speaking: Culture, Communication, and Politeness Theory* (2nd ed., pp. 280) .New York : Continuum.
- Zhang, Y., & Chikwaya, T. (2018). Commerce & Friendship: A qualitative study of new value streams created by beauty vloggers through relationship building on social media. *Art and science student journal*, 5(1), pp. 34-42