

ABSTRACT

Sinaga, Mekar Elisabet Sinaga, Registration Number 2183520017, Politeness Strategies of Comment Section : A Study of Pewdiepie (Pyoo-Dee-Pai) Youtube Channel, A Thesis, English and Literature Department, Faculty of Languages and Arts, Universitas Negeri Medan, 2022.

The aims of the present study were to determine the politeness strategies used in the comment section, the realization of politeness strategies based on four types of politeness strategies, and the reasons why netizens use politeness strategies on the "PewDiePie *YouTube* channel" based on Brown and Levinson theory. The study was carried out using qualitative methods and thematic analysis. This study's data came from the PewDiePie YouTube channel's comment section. The data was analyzed by identifying, analyzing, and reporting politeness patterns based on the theory proposed by Braun and Clarke. According to the data analysis, four politeness strategies are used in the comments on the PewDiePie YouTube channel. The researcher gathered 50 comments from PewDiePie's YouTube channel out of 1.2.000.000. In the netizen comments, there were 2 Bald on record, 34 positive politeness, 3 negative politeness, and 11 off record. The researcher discovered that netizens used positive politeness more than other strategies, indicating that positive politeness was the most commonly used type of politeness strategy. Positive politeness strategies that are frequently used in comments include 25 (use praise), 5 (overstate), and 8 (be ironic).

Keywords: *Politeness strategies, comments, PewDiePie YouTube channel*