POLITENESS IN EXPRESSIVE SPEECH ACTS: A CYBER PRAGMATICS APPROACH

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Article Info	Abstract
	This research is motivated by the tendency of netizens to convey psychological attitudes on social media. The delivery of these psychological attitudes sometimes needs attention to language politeness. This research is necessary because it answers the challenge of understanding how politeness of language changes in the context of social media supported by digital technology, which is rarely discussed in conventional pragmatic studies. The problem in this study is how politeness of expressive speech acts from a cyber pragmatics perspective. This study explores and elaborates on the realization of politeness maxims politeness principles based on the perspective of cyber pragmatics. The approach used in this study is qualitative, and the content analysis method was applied. This study's data source is netizens' language activity on the comments page of the Instagram account @detikcom on June 9, 2023, totaling 2509 comments. The data in this study amounted to 511 data, which are expressive speech. The data collection techniques used are documentation techniques and reading techniques. The data analysis technique is carried out in three stages: identification, classification, and interpretation of research results. Regarding the principle of politeness, netizens' comments are considered impolite based on the maxim of tact, the maxim of approbation, and the maxim of agreement, which significantly impact online communication behavior. The reason is that netizens do not maximize their benefits, approbation, and conformity with other parties but instead express their psychological attitudes by throwing out insults, ridicule, and rejections that can cause harm to other parties. Meanwhile, netizens are considered polite for the maxim of modesty and sympathy. Most sympathy is directed at the Indonesian people who must bear the country's debt.

INTRODUCTION

Studying language is becoming more comprehensive from time to time. Over time, language studies do not stop at interdisciplinary studies. Multidisciplinary language studies, such as eco pragmatics and neuro pragmatics studies, have also emerged. Ecopragmatic studies combine three fields of study: language, environment, and pragmatics (RK et al., 2019). Meanwhile, neuropragmatic studies are interdisciplinary language studies that combine fields related to language, nerves, and pragmatics (Unger, 2012).

The presence of such rapid technology also influences the direction of linguistic research. Linguistic studies no longer only involve one or two other disciplines. However, linguistic studies are very likely to be combined with unrelated fields but are very likely to be developed synergistically. Cyber pragmatics can be seen as a transdisciplinary field of language because it contains complex dimensions, namely language, pragmatics, technological devices, media vehicles, internet vehicles, and perhaps other dimensions. (K. Rahardi, 2020). Therefore, the author will focus on linguistic studies based on a cyber pragmatics perspective in this study.

Social media allows users to express their opinions and comment on each other, which can sometimes influence public attitudes and opinions (Sukmawati & Fatmawati, 2023). Social media users feel freer and braver in conveying their comments because they only communicate in cyberspace. Therefore, only some netizens are fearless in expressing their psychological attitudes regarding something they see, read, and listen to through social media. News from IDX Channel stated that in using social media, especially in providing comments, the level of politeness of Indonesian netizens is the lowest in Southeast Asia, ranked 29th out of 32 countries (Fitri W, 2022).

As technology develops, social media platforms that help individuals interact on virtual sites emerge. One of the many platforms is Instagram. Instagram hugely impacts people's daily lives socially, culturally, economically, and politically. Therefore, it is undeniable that Instagram deserves rigorous academic attention (Caliandro & Graham, 2020). In the language field, Instagram is a medium that allows communication with various discussion topics. One topic that invites various responses is the topic of politics.

The approaching general election schedule has created a frenzy in politics. Netizens are divided in determining their choice for presidential candidates in 2024. The decision of the supporting party to announce the presidential candidate is a potent stimulus in eliciting responses from netizens. These responses are conveyed in the comments columns on posts uploaded on social media pages. These comments arise from the psychological attitudes of netizens, which are then actualized in the form of expressive speech. Different psychological conditions in receiving information lead to politeness in comments. Therefore, this study focuses on the politeness of expressive speech from a cyber pragmatics perspective on Instagram social media.

Expressive speech acts are one of five types of speech acts proposed by Searle. Expressive speech acts arise from the psychological attitude of the speaker based on the situation he is experiencing (Ariyanti & Zulaeha, 2017; Murti et al., 2018; Pangesti & Rosita, 2019; Ronan, 2015; Sukmawati & Fatmawati, 2023). Expressive speech that arises from a person's psychological attitude is used to express various things. Based on multiple literature that researchers refer to, there are several functions of expressive speech acts, namely praising, expressing gratitude, criticizing, interrupting, congratulating, welcoming, apologizing/forgiving, forgiving, blaming, expressing condolences, accusing, sympathizing, complaining, and cursing (Chaer, 2010; FX Nadar, 2009; Ngasini et al., 2021; Rahmawati, 2021).

In pragmatic studies, politeness in language gets much attention. Several main theories are related to politeness in language, including the principle of politeness, the scale of politeness, the theory of (positive and negative face), and linguistic politeness and pragmatic politeness in imperative speech. Politeness is the ideal integration between the character inherent in an individual and the actions that are actualized. Politeness is a person's ability to please others through the language used. In addition, politeness is also a natural attribute of a good character (Watts, 2003). As a natural attribute of a character, politeness must always be fostered and practiced when interacting with family, teachers, friends, and neighbors, both in real-world communication and in cyberspace.

Based on the description above, it is clear that politeness in language is closely related to expressive speech. Expressive speech is present based on a person's psychological attitude when faced with existing reality. These psychological attitudes can be positive and negative emotions. Positive emotions are usually realized through happiness, pride, joy, excitement, satisfaction, sympathy, and empathy. Negative emotions are generally realized in the form of disappointment, sadness, grief, suffering, anger, depression, hatred, and so on (Ekawati, 2018). In communication on social media, not all netizens can control these psychological attitudes well. Differences in choices and views are enough to trigger anger, resulting in harmful

expressive speech. In this situation, politeness in language plays a role. People may have different views and choices, but social media page comments must be polite.

To dissect the politeness of expressive speech in this study, the researcher refers to Leech's politeness theory, which offers six politeness maxims (Leech, 2014). First, the maxim of tact requires speakers to reduce the harm to others and increase the benefit of others. Second, the maxim of generosity requires speakers to reduce self-gain and increase self-sacrifice. Third, the maxim of approbation requires speakers to minimize the insults to others and increase the praise of others. Fourth, the maxim of modesty requires speakers to reduce their praise of themselves and increase their insults to themselves. Fifth, the maxim of agreement requires speakers to reduce the inconsistency between themselves and others and increase the deal between themselves and others. Sixth, the sympathy maxim requires speakers to reduce antipathy between themselves and others and increase sympathy between themselves and others (Cahyaningrum, 2018; Febriadina et al., 2018, 2018; Febriasari & Wijayanti, 2018; LPF Yanti et al., 2021; Laia, 2018; Mislikhah, 2016; F. Nisa, 2016; Prasetya et al., 2022; Prihantoro, 2015).

This research is considered a transdisciplinary language field because it contains complex dimensions: language, pragmatics, technological devices, media vehicles, and internet vehicles. The involvement of technological devices, media vehicles, and internet vehicles in this study is why researchers chose the term cyber pragmatics. Cyber pragmatics is an analysis of internet-mediated communication from a cognitive pragmatic perspective. Cyber pragmatics discusses various interactions that can be found on the Net: web pages, chat rooms, instant messages, social networking sites, 3D virtual worlds, blogs, video conferences, email, Twitter, and others (Yus, 2019). The study of politeness of expressive speech acts in this study is intended for interactions that occur on the comments page on the @detikcom Instagram account, which discusses explicitly political contestation towards the 2024 election. The @detikcom Instagram account was selected because it is a social media account that is active in reporting political conditions ahead of the 2024 election. In addition, the @detikcom Instagram account has also been verified by Instagram, which is marked with a blue tick. The @detikcom Instagram account also opened its comments page for the general public to comment on, allowing for virtual interaction in the chat room on the social networking site. Therefore, the study of expressive speech politeness on the @detikcom Instagram account comment page is likely studied based on the perspective of cyber pragmatics. The problem raised in this study is how the politeness of expressive speech acts based on the perspective of cyber pragmatics. The study aims to determine the politeness of expressive speech acts based on the perspective of cyber pragmatics.

RESEARCH METHOD
Research Design
This study uses a qualitative approach. Based on the perspective of cyber pragmatics, a qualitative approach is carried out to produce patterns that can explain the politeness of expressive speech acts on social media. Researchers apply a qualitative approach in this study for several reasons, including the following. First, to explore the dynamics of interaction. Cyber communication is often dynamic and changing. A qualitative approach allows researchers to explore interaction dynamics more comprehensively, including how participants express, receive, and interpret polite speech in various situations and cyber platforms. Second, the pragmatic context. A qualitative approach is carried out with practical analysis, emphasizing how speech is used in specific contexts to achieve communication goals. Through conversation analysis, researchers can explore how expressive speech politeness is applied in cyber communication based on applicable pragmatic norms. They are third, observing variations and nuances. Qualitative research allows researchers to capture variations and nuances in applying expressive speech politeness, which may need to be more easily measured or quantified through

quantitative research methods. For example, how emojis, punctuation, or convincing word choices express politeness in cyber communication. The method applied in this study is the content analysis method. The content analysis method is carried out by systematically examining the contents of messages written or in netizen comments. The content analysis method provides flexibility to understand how political, social, and technological contexts influence politeness in expressive speech acts. This flexibility allows researchers to adjust the analysis categories based on the data found. In addition, data taken from comments on social media such as Instagram tend to vary considerably in form, length, and language style. Qualitative content analysis allows researchers to handle this diversity by classifying, identifying patterns, and interpreting more comprehensively, as seen from the various politeness maxims.

Research Object

The subject of this study was the upload of the Instagram account @detikcom, which was uploaded on June 9, 2023, with a total of 2509 comments. The data source in this study was the language activity in the comments column of the Instagram account @detikcom, which was uploaded on June 9, 2023, with a total of 2509 comments. The selection of the Instagram account @detikcom as the subject of the study was because it is a trusted and influential media account. The Instagram account @detikcom is one of Indonesia's largest and most active news accounts. This account has been verified (with a blue tick), indicating that the account is authentic and has a broad reach. As a leading news media, @detikcom often shares current and essential topics, including political news, which triggers active responses from various levels of society. The post contains Megawati's promise to accelerate the development of the IKN in the Jokowi era if PDIP wins the 2024 presidential election. The 2024 presidential election topic selection is considered relevant to the research objectives. The presidential election is one of the most sensitive political issues and often causes debate in the public sphere, including social media. Posts discussing the promises of candidates or political parties can trigger netizens' emotional reactions and psychological attitudes, thus providing an opportunity to observe various expressive speech acts, both polite and impolite, which are very important in cyber pragmatic analysis.

In addition, the Instagram account @detikcom provides an ideal context for broadly observing the realization of expressive speech acts, given the popularity of the account and the diversity of the audiences who comment on it. Discussions related to politics, such as the presidential election, can show various forms of netizen communication that comply with and violate the principles of politeness. Thus, choosing the Instagram account @detikcom and the topic of the 2024 presidential election as a data source is a strategic step relevant to this study's objectives because it provides data rich in psychological expressions and complex communication patterns. The data in this study are all expressive speech acts found in the comments column, totaling 511 utterances. All expressive speech acts were then analyzed based on Leech's six politeness maxims, namely, the maxim of tact, the maxim of generosity, the maxim of praise, the maxim of politeness, the maxim of agreement, and the maxim of sympathy. The data collection techniques applied were documentation techniques and reading techniques.

Data Analysis

The data in this study were collected through documentation, listening, and note-taking techniques. After the data was collected, the researcher conducted data analysis, which included several stages: the coding stage, classification stage, analysis stage, and interpretation of findings stage. The coding stage aims to identify and label units of meaning in the data. Coding was carried out by referring to the politeness principle framework developed by Leech (2014), which includes six politeness maxims: tact, generosity, approbation, modesty, agreement, and

sympathy. This framework provides initial categories for classifying expressive speech acts found in netizen comments on Instagram. Using these maxims, the research team can classify comments as polite or impolite. The classification stage aims to group the codes identified into broader categories or themes. At this stage, comments are classified into polite or impolite categories according to the maxims applied. If a comment falls into multiple maxims, the researcher records it as part of both categories. The analysis stage seeks to identify patterns, tendencies, and relationships between categories. The interpretation stage of findings aims to provide meaning and explanation to the results of the analysis that has been carried out. These stages are interrelated and help researchers to produce a deep and comprehensive understanding of the application of expressive politeness in cyber communication from a pragmatic perspective. Two coders coded some data independently to increase credibility. This double coding helped check the agreement of the results between coders, thereby reducing the possibility of personal bias or misinterpretation. If there were differences in coding, coders met to discuss the final decision. This discussion agreed on the most appropriate coding for the disputed comments.

RESEARCH FINDINGS AND DISCUSSION
Research Findings

After data analysis, several research findings are presented. Based on 2509 comments contained in the comment page of the Instagram account @detikcom, 511 data were identified as expressive speech acts. After classification, several comments could be classified into several maxims, so the total data became 527. In terms of the principle of politeness, all expressive speech acts are spread across five politeness maxims. The five maxims are tact, approbation, modesty, agreement, and sympathy. The maxim of generosity was not found on the comment page of the Instagram account @detikcom, which was posted on June 9, 2023. Below is a snippet of data analysis from the five maxims found.

Politeness Maxim of Tact in Expressive Speech Acts

The following is an excerpt of comments identified as the maxim of tact in the principle of politeness of expressive speech on the comments page of the Instagram account @detikcom. Context: This statement was made by the accounts @alpac_ino20 and @khkhairul_ on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom account display text that reads "Megawati's Promise to Gas the Development of the IKN Era Jokowi If PDIP Wins Again," accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @alpac_ino20 and @khkhairul_ conveyed their comments in the form of expressive speech that is considered impolite.

alpac_ino20 14w
BERPENGALAMAN MERUSAK
NEGARA .BANYAK KOROPSI YG TDK
DITZNGKSP

khkhairul_ 14w
Setelah oengalaman 2 tahun bagi2
jabatan, bagi2 uang rakyat utk d
korup wkwkwkw

The comments made by the account owners @alpac_ino20 and @khkhairul_ are expressive speech acts. The two comments above are included in the impolite maxim of tact when viewed from the principle of politeness because the two comments do not fulfill the rules of politeness that apply to the maxim of tact. Politeness in the maxim of tact is realized if it fulfills two rules. The first rule is if, in communication, a speaker reduces the loss to others.

The second rule is if, in communication, a speaker tries to add benefits to others. Therefore, if someone always tries to maximize the benefits of another party in a speech, that person can be said to be polite (Arum et al., 2020). However, if someone maximizes the loss for another party, that person has acted impolitely. In the comments above, it is clear that the account owners @alpac_ino20 and @khkhairul_ have maximized the loss for Mrs. Megawati. The negative statements in their comments can damage the image of the accused party. The accusations were detrimental to the PDIP party and Mrs. Megawati, especially when approaching the presidential election period. In general, the cause of the impoliteness of the maxim of tact is that the speaker deliberately accuses the interlocutor, is protective of opinions, and is driven by the speaker's emotional feelings (Alika et al., 2022).

The realization of the politeness of the maxim of expressive speech tact in this study is indeed considered impolite. However, several comments are identified as polite maxims of tact. The following is an excerpt from netizens' comments that are considered polite based on the principle of politeness of the maxim of tact.

Context: This statement was made by the accounts @saputraiqbal and @anang_marup41 on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom account display text that reads "Megawati's Promise to Build the IKN in the Jokowi Era if PDIP Wins Again," accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @saputraiqbal and @anang_marup41 convey their comments in the form of expressive speech that is considered polite based on the maxim of tact.

saputraiqbal 13w
Bismillah Pak @aniesbaswedan
menjadi presiden Indonesia 2024 .
aamiin

anang_marup41 14w
Bu, mendingan fokus perbanyak
Amal ibadah, udh pensiun Aja
nikmati masa Tua.. bersihkan jika
Ada harta2 yg harom..Semoga
nantinya diberikan ampunan oleh
Allah swt. Aamiin

Both expressive speech acts delivered by the account owners @saputraiqbal and @anang_marup41 are classified as polite speech based on the politeness maxim of tact. The account owner @saputraiqbal is trying to maximize Mr. Anies Baswedan's benefits. Maximizing benefits for Mr. Anies Baswedan is reflected in the prayers and support given to become President of Indonesia in 2024. Meanwhile, the account owner @anang_marup41 shows his wise attitude by advising and praying for Mrs. Megawati to increase her good deeds for provisions in the afterlife. In addition, the account owner @anang_marup41 also asked Mrs. Megawati to enjoy her old age and pray that she will receive forgiveness from Allah. The comments delivered by the account owner @anang_marup41 are beneficial because they are positive comments in the form of prayers and advice.

Politeness Maxim of Approbation in Expressive Speech Acts
The following is an excerpt of comments identified as the maxim of approbation in the principle of politeness of expressive speech on the comments page of the Instagram account @detikcom.

Context: This statement was made by the accounts @akhyardoank and @yankyang181on on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom account display text that reads "Megawati's Promise to Build the IKN in the Jokowi Era if PDIP Wins Again," accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @akhyardoank and @yankyang181on convey their comments in the form of expressive speech that is considered impolite based on the maxim of approbation.

akhyardoank_88 13w
Pokoknya selama presidennya dari
pdipeh .. jadi boneka doank.. yg
tukang instruksi si nenek 😂👏

yankyang181on 14w
SAYANGNYA PENGALAMAN ANDA
DI PEMERINTAHAN BURUK!😁

Based on the study of the principle of politeness, the expressive speech delivered by the account owners @akhyardoank and @yankyang181on is classified as an impolite approbation maxim. The comments of the account owner @akhyardoank violate the approbation maxim because they have belittled Mrs. Megawati. The belittling action can be seen from the nicknames and greetings given. The account owner @akhyardoank gave the nickname of an instruction worker to Mrs. Megawati, the PDI party's General Chairperson. In addition, the account owner @akhyardoank also greeted Mrs. Megawati with the greeting grandmother. The nicknames and greetings directed at Mrs. Megawati are not in line with the concept of the approbation maxim. The nicknames and greetings are also inappropriate for someone who was once the fifth president of the Republic of Indonesia.

The comment of the account owner @yankyang181on also violates the maxim of approbation because it insults the performance of the PDI party. The insult can be seen from the statement of the account owner @yankyang181on, who stated that Mrs. Megawati's experience in government was terrible. This statement shows a lack of approbation for the PDIP party, which has been in power for the past ten years. In fact, many positive things have been done for the nation and state in the past ten years.

Impolite comments indeed dominated the realization of the approbation maxim in this study. However, some netizens still apply the principle of politeness of the approbation maxim. The following is an excerpt of netizen comments that are considered polite based on the principle of politeness of the approbation maxim.

Context: This statement was made by the accounts @na_haz07 and @kalsel.teng on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom accounts display text that reads "Megawati's Promise to Gas the Development of the IKN Era Jokowi If PDIP Wins Again," which is accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @na_haz07 and @kalsel.teng convey their comments in the form of expressive speech that is considered polite based on the maxim of approbation.

na_haz07 14w
BU MEGS tHe best😍

kalsel.teng 14w
Mantap Bu👍👍👍👍

The two comments above comply with the limits of the maxim of approbation. The account owners @na_haz07 and @kalsel.teng are seen maximizing praise for Mrs. Megawati by stating that Mrs. Mega is the best and maintaining Mrs. Both statements clearly show approbation in the form of praise for Mrs. Megawati. In communication, participants in the speech must always try to maximize praise, flattery, and approbation for other parties. The praise, flattery, and approbation given must be praise that is interpreted literally. From a cyber pragmatics perspective, praise, flattery, and approbation can be present literally and non-literally. Literal praise means that the praise conveyed has a real meaning according to the series of spoken words. Meanwhile, non-literal praise means that someone conveys a compliment but intends not to praise but could be the opposite (Fatmawati & Rika Ningsih, 2024).

Politeness Maxim of Modesty in Expressive Speech Acts
The following is an excerpt of comments identified as the maxim of modesty in the principle of politeness of expressive speech on the comments page of the Instagram account @detikcom.

Context: This statement was made by the accounts @haikalarch and @baguzreddevils on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom account display text that reads "Megawati's Promise to Gas the Development of the IKN in the Jokowi Era If PDIP Wins Again," which is accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @haikalarch and @baguzreddevils convey their comments in the form of expressive speech that is considered polite based on the maxim of modesty.

haikalarch 14w
PDIP 2 periode Pengalaman, kitama
2 Periode menderita huhuhu😢

baguzreddevils 23 mg
Kalo partainya gak di coblos boleh gk sih,
maaf nanya, orang kurang tau politik.

Both comments above are classified as polite modesty maxims. In the modesty maxim, the speaker is expected to reduce praise for himself and add insults to himself. The owner of the @haikalarch account added insults to himself by saying that he suffered during the two PDIPs in power. Meanwhile, the owner of the @baguzreddevils account showed his modesty by saying that he did not know much about politics. Applying the modesty maxim of politeness needs to be done so that someone does not seem arrogant and haughty because it is contrary to the teachings of Islam (Mardiah, 2022).

Politeness of Agreement Maxim in Expressive Speech Acts
The following is an excerpt of comments identified as the maxim of agreement in the principle of politeness of expressive speech on the comments page of the Instagram account @detikcom.

Context: This statement was made by the accounts @herwansyahmsi and @rianzmilan on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom account display text that reads "Megawati's Promise to Build the IKN in the Jokowi Era if PDIP Wins Again," accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @herwansyahmsi and @rianzmilan conveyed their comments in the form of expressive speech that is considered impolite based on the maxim of agreement.

herwansyahmsi 14w
Ogaaaah cukuuuup.....no PETUGAS
PARTAI...NO banteng

rianzmilan 14w
Kapok mbak 😤 mending yang
baru serah deh besok siapa

Both comments above are considered violations of the principle of politeness of the maxim of agreement. In the maxim of agreement, the speaker must maximize the suitability between himself and the speech partner. However, in the comments above, it can be seen that the account owners @herwansyahmsi and @rianzmilan show their inconsistency with the wishes conveyed by Mrs. Megawati. Mrs. Megawati's promise to continue the development of the IKN if PDIP wins the 2024 presidential election was responded to with a statement of rejection. The account owner @herwansyahmsi showed his rejection directly by using the word "No" or its equivalent. The rejection conveyed was marked by using the phrase oh and no. In the study of speech acts, direct rejection is the least polite rejection among other types of rejection (Fatmawati et al., 2020b).

Meanwhile, the account owner, @rianzmilan, also responded to Mrs. Megawati's wishes with a statement of rejection. However, the rejection was not stated directly but indirectly. In his comment, the owner of the @rianzmilan account did not use the word "no" or its equivalent but instead conveyed the reason that he had had enough. In addition, he added that he preferred another presidential candidate the PDIP party did not support.

The response in the form of rejection given by netizens caused the maxim of agreement to be dominated by impolite comments. However, out of 155 data, 18 were identified as polite speech. This politeness emerged because several netizens showed conformity between themselves and the wishes conveyed by Ibu Megawati. The following is an excerpt of netizen comments classified as polite based on the principle of politeness of the maxim of agreement.

Context: This statement was made by the accounts @dewajiwa2021 and @a_fred.p on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom accounts display text that reads "Megawati's Promise to Accelerate Development of the IKN in the Jokowi Era If PDIP Wins Again," accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @dewajiwa2021 and @a_fred.p convey their comments in the form of expressive speech that is considered polite based on the maxim of agreement.

dewajiwa2021 14w
Insyaallah terkabul ...amiiin🙏

a_fred.p 14w
Betul bu.. Gas Pooooll IKN!

The two comments above demonstrate adherence to the politeness principle of the agreement maxim. The owner of the @dewajiwa2021 account shows his agreement with the wishes conveyed by Mrs. Megawati. The phrase "God willing, it will be granted, amen" that he conveyed shows that he also hopes for the same thing Mrs. Megawati wants. Likewise, the owner of the @a_fred.p account shows his agreement by confirming what Mrs. Megawati said. In addition, he also added his comments with full support for the continued development of the IKN. The contract or agreement shown by the owners of the @dewajiwa2021 and @a_fred.p accounts causes the speech to be polite (Eliana & Junaidi, 2023; Laia, 2018).

Sympathy Maxim of Politeness in Expressive Speech Acts
    The following is an excerpt of comments identified as the sympathy maxim in the principles of expressive speech politeness on the comments page of the Instagram account @detikcom.

Context: This statement was made by the accounts @rickyhamdani30 and @deviatok23 on the comments page of the Instagram account @detikcom. In their posts, the owners of the @detikcom accounts display text that reads "Megawati's Promise to Gas the Development of the IKN Era Jokowi If PDIP Wins Again," which is accompanied by a picture of Megawati Soekarno Putri, who is the General Chairperson of the PDIP party. The owners of the accounts @rickyhamdani30 and @deviatok23 convey their comments in the form of expressive speech that is considered polite based on the sympathy maxim.

rickyhamdani30 14w
utang lagi, byk korupsi lagi, byk kejahatan lagi, rakyat byk miskin lagi, rakyat yg byr nya

deviatok23 13w
Tambah rusak negara.....pelanggarab ham, pembunuhan di halalkan, korupsi merajalela. Keadilan bagi rakyat kecil tidak ada. Mana pembuktiannnya jargonnya yg membela wong cilik. Bulsit

    Both comments above are considered polite sympathy maxims. Politeness is reflected in the participation of the account owners @rickyhamdani30 and @deviatok23, who sympathize with the suffering of the Indonesian people. The account owner @rickyhamdani30 stated that if Mrs. Megawati's wishes are realized, it will increase the state debt, and there will be more areas for corruption so that crime will increase. Meanwhile, there is no guarantee of welfare for the people. The people will not only become poorer but will also have to pay the state debt through taxes. The same thing was also conveyed by the account owner @deviatok23. He also highlighted the absence of justice for the ordinary people. The wishes expressed by Mrs. Megawati for him will only increase the damage to the country because corruption will be rampant. According to him, the PDIP jargon that cares about the fate of the little people is not proven. The participation of the account owners @rickyhamdani30 and @deviatok23 in feeling the people's suffering is a manifestation of sympathy. Therefore, both comments are considered polite.
    Overall, the research findings can be seen in the following table. The table of all findings on the politeness of expressive speech acts from the cyber pragmatics perspective makes it easier for readers to understand the distribution of research findings.

Table 1
Findings of politeness in expressive speech acts from a cyber pragmatics perspective

No.	Maxim of politeness	Polite	Not Polite	Amount
1.	Tact maxim	6	61	67
2.	Generosity maxim	0	0	0
3.	Approbation maxim	24	224	248
4.	Modesty maxim	3	0	3
5.	Agreement maxim	18	137	155
6.	Sympathy maxim	51	3	54
	Amount	102	425	527

Discussion
Politeness Maxim of Tact in Expressive Speech Acts
From 511 data are classified as expressive speech acts, 67 utterances are classified as tact maxims. A total of 6 utterances are classified as polite expressive utterances, while 61 are classified as impolite expressive speech acts. These data show that the expressive speech acts on the comments page of the Instagram account @detikcom, uploaded on June 9, 2023, are considered impolite based on the rules of tact. In the maxim of tact, a person is considered polite if, in communication, he always reduces the losses of others and increases the benefits of others (Elmi & Fatmawati, 2023; Hayari, 2022; Hudani Nabila, 2022; Pangabean & Fatmawati, 2022; Pratiwi & Fatmawati, 2022; Utami, 2023). Most violations of the maxim of tact politeness occur due to statements by netizens who convey information detrimental to certain parties, either attacking individuals or groups. Based on the perspective of cyber pragmatics, acts that harm others are expected. The shift in communication media to digital media is a factor that supports impoliteness in language (Syarifuddin et al., 2022). Some people forget that virtual communication via social media also has rules. When communicating directly, the norms also apply via social media (Fatmawati et al., 2023). Therefore, in communicating, a person should not embarrass the conversation partner (Ardiani et al., 2021).

Politeness Maxim of Generosity in Expressive Speech Acts
Of the 511 data identified as expressive speech, none of the data were classified as the maxim of generosity. The maxim of generosity requires speakers to reduce self-benefit and increase self-sacrifice (Cahyaningrum et al., 2018; Febriadina et al., 2018); LPF (Yanti et al., 2021; Lili et al., 2023; Melia, 2019; Nasution & Achmad Yuhdi, 2023). The focus of this maxim is oneself. The absence of the maxim of generosity in this study was influenced by the content presented in the Instagram account post-@detikcom. The content displayed in the Instagram account post @detikcom presents a figure's promise regarding the sustainability of the National Capital (IKN) development if the party he leads can win the presidential election 2024. This information received mixed reactions from netizens. Most of the netizens who commented showed a negative attitude towards the promise given. Netizens who have a negative attitude will usually focus more on discussing the advantages and disadvantages of others, not their advantages and disadvantages. This phenomenon causes the maxim of generosity to tend not to appear. The generosity maxim will dominate in a directive speech containing requests, demands, and orders (Utami, 2023).

Politeness Maxim of Approbation in Expressive Speech Acts
The maxim of approbation is the maxim that predominantly appears on the comments page of the Instagram account @detikcom, which was posted on June 9, 2023. Of the 511 expressive utterances, 248 are classified as the maxim of modesty. However, as many as 224 utterances are impolite. Meanwhile, only 24 utterances are polite. The rule that applies in the maxim of approbation is to reduce insults to others and add praise to others (Lili et al., 2023; Melia, 2019). The principle adopted in the approbation maxim is to avoid mocking, belittling, and insulting others. On the contrary, the participants in the speech are expected to maximize praise, flattery, and approbation for others (Utami, 2023). However, many netizens express their psychological attitudes by throwing out insults, mockery, and demeaning words. This attitude causes a violation of the rules of approbation, which leads to impolite language.

The leading cause of the impoliteness of the maxim of approbation on social media pages is triggered by the content presented and the characters featured. Content related to many people's lives usually receives various pros and cons comments. The characters or individuals featured in the posts will also invite multiple comments that lead to the maxim of approbation. The more controversial the character featured, the more netizens will express their

psychological attitudes through expressive speech. Most of these expressive speeches are classified as maxims of approbation, both polite and impolite.

Based on the perspective of cyber pragmatics, impoliteness in social media interactions often happens. The absence of direct participants in the conversation is a factor that causes a decrease in a person's politeness in interactions on social media (Fatmawati et al., 2023). In addition, one-way communication also triggers the emergence of impolite comments (Inderasari et al., 2019). Therefore, it is not uncommon for social media to become a place to blame each other, insult, blaspheme, and carry out bullying (Anwar, 2017). From a cyber pragmatics perspective, interactions on social media pages should be carried out by the social media function itself. Social media is a medium that allows its users to interact, communicate, collaborate, share, and create virtual communities with other users (Buchholz et al., 2020; Dewa & Safitri, 2021; Istiani & Islamy, 2020; Puspitarini & Nuraeni, 2019; Siregar, 2022). Therefore, use social media wisely for positive activities.

Politeness Maxim of Modesty in Expressive Speech Acts

The modesty maxim has two main concepts. Both concepts focus on the speaker himself. In the modesty maxim, the speaker is expected to reduce praise for himself and increase insults to himself (Fajrin & Muhammad Rohmadi, 2016; Febriadina et al., 2018; Ibrahim & Bakir, 2021; Jewad et al., 2020; EK Nisa et al., 2022). Speakers who reduce praise for themselves will be called polite, while speakers who always maximize praise for themselves will be called impolite. In this study, the modesty maxim was only found in 3 data out of 511 data. All three data are classified as polite modesty maxims.

From a cyber pragmatics perspective, bragging behavior usually arises because of the flexing culture on social media. In addition, the presence of social media also influences narcissistic behavior (Liang, 2021). Narcissism is a personality pattern that is dominated by feelings of feeling the greatest, enjoying being praised and admired, having no empathy, having a strong feeling that one is a significant person, feeling that one is a unique individual, being jealous of other people's success, and showing arrogance (Annisa et al. et al., 2018; Putri, 2021; Sakinah et al., 2020). These narcissistic characters will cause impoliteness in language based on the maxim of modesty. Therefore, the rules of politeness in language must be applied so that no offense causes conflict (Iswara & Susana, 2019).

Politeness of Agreement Maxim in Expressive Speech Acts

The agreement maxim is a group of maxims that are also widely identified in this study. Of the 511 expressive speech data, 155 are agreement maxims. In terms of politeness, expressive speech is predominantly delivered impolitely. Of the 155 data identified as agreement maxims, 18 are classified as polite, and 137 are classified as impolite. Politeness in the agreement maxim is based on two rules, namely reducing inconsistency with others and increasing inconsistency with others (Arum et al., 2020; Elmi & Fatmawati, 2023; Fatmawati et al., 2023; Laia, 2018; Lili et al., 2023). In fact, in this study, most netizens showed inconsistency with the wishes conveyed by Ibu Megawati. The discrepancy is actualized in the form of rejection speech, either direct rejection or indirect rejection. Direct rejection is a type of rejection by saying the word no or its equivalent, while indirect speech is a rejection speech that is delivered for specific reasons (Fatmawati et al., 2020b; Pangabean & Fatmawati, 2022; Pratiwi & Fatmawati, 2022). In communicating, a person will not always be able to agree with the conversation partner. However, the speaker should try to compromise by disagreeing partially because this is preferable to disagreeing completely (Citra & Fatmawati, 2021; Elfianora & Fatmawati, 2023; Fatmawati et al., 2020a; Prayogi et al., 2021).

Based on the perspective of cyber pragmatics, a person's tendency to show their disagreement with a particular party often occurs on social media. The absence of direct

participants in the conversation is a factor that causes a decrease in a person's politeness in interactions on social media (Fatmawati et al., 2023). In direct interactions, a person maintains more boundaries between himself and his conversation partner. Some people pretend to be polite in front of others but have bad personalities by trying to appear polite to appear polite (Kuntarto, 2016).

Sympathy Maxim of Politeness in Expressive Speech Acts

The sympathy maxim is applied by maximizing sympathy and minimizing antipathy towards the other party. All utterances that show antipathy towards the interlocutor are considered impolite (Febriadina et al., 2018; Hamidah & Supriatin, 2016; LPF Yanti et al., 2021; Nasution & Achmad Yuhdi, 2023; F. Nisa, 2016). Of the 511 expressive speech data, 54 are classified as sympathy maxims. The sympathy maxim in this study is divided into polite speech, totaling 51 data, and impolite speech, totaling 3 data. The polite sympathy maxim arises because the speaker feels what others feel. In this study, most sympathy is directed at the Indonesian people who must bear the country's debt. From a cyber pragmatics perspective, the comments focus on more than just the content delivered (Fatmawati & Rika Ningsih, 2024). This phenomenon is illustrated in several comments focusing on nasal filter plugs—used by Ibu Megawati. Although her comment began with an apology, it was still impolite because it did not show sympathy for Mrs. Megawati.

Theoretically, the results of this study confirm that discourse in digital spaces tends to lean more toward self-expression and confrontation than communication that considers self-sacrifice or traditional politeness. This phenomenon can be understood through the lens of cyber pragmatics, which highlights how the characteristics of digital technology—such as anonymity, one-way communication, and speed of interaction—play a role in lowering the standards of politeness that usually apply in face-to-face communication. The theoretical implications of these findings also suggest that in online discourse, traditional politeness principles, as proposed by Leech (2014), may not be fully applicable or may be applied differently. Cyber pragmatics opens up the opportunity to renew the concept of linguistic politeness, considering that social media creates space for more spontaneous and often uncontrolled psychological expressions. This situation suggests a more flexible and adaptive pragmatic theory for digital reality.

From a practical perspective, these results can be applied in developing digital communication training. This training can integrate an understanding of the principles of politeness that are appropriate to the online context, focusing on reducing the tendency to belittle or offend others, especially in situations that trigger emotional responses. The training methods that can be suggested are as follows. First, digital awareness training. This program can be designed to teach netizens about the importance of maintaining ethics and politeness in online spaces, how to use technology to communicate more effectively without causing conflict, and how to promote online etiquette. Awareness campaigns about online etiquette can be a practical step to improve politeness on social media. These campaigns can involve technology companies, governments, and educational institutions to raise awareness about the negative impacts of rude communication. Third, developing guidelines for ethical communication on social media. Creating official guidelines for ethical and polite communication on social media, adopted by digital platforms, can help reduce impolite interactions and encourage more productive conversations. In addition, these findings also have implications for social media regulation, where platforms can further promote the implementation of algorithms that encourage positive interactions and detect hate speech or demeaning content more effectively.

CONCLUSION

The research findings reveal that out of 511 analyzed data points, the distribution spans across five politeness maxims: tact, approbation, modesty, agreement, and sympathy. Specifically, the tact maxim includes 67 utterances, with 6 deemed polite and 61 impolite. The approbation maxim contains 248 utterances, of which 24 are polite and 224 are impolite, indicating a high prevalence of impolite expressions. The modesty maxim, although present, is less frequent, comprising just three polite utterances. The agreement maxim encompasses 155 utterances, with 18 being courteous while the remaining 137 are categorized as impolite. Conversely, the sympathy maxim features 54 utterances, with a majority of 51 classified as polite and only three impolite. Notably, the generosity maxim was entirely absent from the findings, which can be attributed to the nature of the content under analysis; the lack of directive utterances such as requests or commands likely contributed to its non-appearance. Overall, the study highlights a trend towards impoliteness in netizens' comments, particularly in relation to the maxims of tact, approbation, and agreement, where users often express negative psychological attitudes through insults, ridicule, and rejections that may cause harm to others. However, there are instances of politeness concerning the maxims of modesty and sympathy, where expressions of sympathy are predominantly directed towards the Indonesian public regarding the nation's debt situation.

The study also underscores the significant role of content in shaping the prevalence of politeness maxims within the framework of cyber pragmatics. Posts that convey positive information generally elicit polite responses from netizens, while controversial content tends to provoke negative and impolite comments. The figures or individuals featured in the content further influence the politeness levels exhibited in online interactions, as the presence of contentious or polarizing figures often triggers heightened impoliteness. These findings have important implications for online communication practices, educational strategies, and public policy. In the realm of digital communication, the study suggests the need for new guidelines emphasizing politeness and ethical behavior on social media, which could include educational initiatives that raise awareness about the impact of language use in online environments. Educational institutions could also incorporate digital literacy modules focusing on ethical communication within the social media landscape. From a policy perspective, governments and technology platforms may collaborate to implement more stringent measures against hate speech and offensive content, fostering a safer and more respectful online space. The research opens avenues for future studies, such as examining politeness across different social media platforms, investigating the use of politeness in various speech acts, exploring the influence of contextual factors like politics and culture on politeness levels, and conducting experimental studies to assess the effects of digital literacy programs on communication behaviors in online settings.

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