BUKTI KORESPONDENSI
ARTIKEL JURNAL NASIONAL BEREPUTASI (SINTA 2)

Judul artikel   : *Politeness in Expressive Speech Acts: A Cyber Pragmatics Approach*

Jurnal   : Journal of Languages and Language Teaching 12 (4), 1721-1738

Penulis   : Fatmawati dan Rika Ningsih

No.	Perihal	Tanggal
1.	Submit artikel dan artikel yang disubmit	10 Agustus 2024
2.	Bukti konfirmasi review dan hasil review pertama	09 September 2024
3.	Hasil review dari Reviewer I dan Reviewer II	09 September 2024
4.	Submit revisi artikel dari hasil review Reviewer I dan Reviewer II	22 September 2024
5.	Bukti konfirmasi artikel *accepted* dan *invoice*	30 September 2024
6.	Bukti konfirmasi artikel *published online*	17 Oktober 2024

#12620 Summary

Submission

Authors	Famawati Fatmawati, Rika Ningsih
Title	Politeness in Expressive Speech Acts: A Cyber Pragmatics Approach
Original file	12620-45887-1-SM.DOCX 2024-08-10
Supp. files	None
Submitter	Famawati Fatmawati
Date submitted	August 10, 2024 - 05:35 AM
Section	Articles
Editor	Inzamul Sarkar
Author comments	Bismillah, saya sangat berharap pihak jurnal berkenan menerima artikel yang saya kirim setelah melalui proses review.
Abstract Views	136

Status

Status	Published Vol 12, No 4 (2024)
Initiated	2024-10-17
Last modified	2024-10-17

Submission Metadata

Authors

Name	Famawati Fatmawati
Affiliation	Universitas Islam Riau
Country	Indonesia
Bio Statement	Indonesian Language and Literature Education, Riau Islamic University, Indonesia

Principal contact for editorial correspondence.

Name	Rika Ningsih
Affiliation	Universitas Islam Riau
Country	Indonesia

APPLICATION OF POLITENESS IN EXPRESSIVE SPEECH ACTS BASED ON A CYBER PRAGMATICS PERSPECTIVE

Article Info	Abstract
Article History Received: Revised: Published: **Keywords** *Politeness, Expressive Speech Acts, Cyber Pragmatics*	*This research is motivated by the tendency of netizens to convey psychological attitudes on social media. The delivery of this psychological attitude sometimes does not pay attention to language politeness. The problem in this research is how politeness is in expressive speech acts from a cyber pragmatics perspective. This research explores and elaborates on the realization of politeness maxims and politeness principles based on a cyber pragmatics perspective. The approach used in this research is qualitative, which applies the content analysis method. The data source in this research is the language activity of netizens on the comments page of posts on the Instagram account @detikcom on June 9, 2023, totaling 2509 comments. The data in this study amounted to 511 data, which included 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. Judging from the principle of politeness, netizens' comments are classified as impolite based on tact, approbation, and agreement maxims. The reason is that netizens do not maximize profits, appreciation, and conformity with other parties but instead express their psychological attitudes by uttering words of insults, ridicule, and rejection, which can cause harm to other parties. Meanwhile, netizens are polite according to the maxims of modesty and sympathy. Most sympathy is aimed at the Indonesian people who must bear the state debt.*

INTRODUCTION

Study about language is getting wider from time to time. As time goes by, linguistic studies do not stop at interdisciplinary studies. Recently, multidisciplinary language studies have been conducted, such as eco-pragmatics and neuro-pragmatics. Eco-pragmatic studies are a combination of three fields of study, namely language, environment, and pragmatics (Rahardi & Setyaningsih, 2019). Meanwhile, the study of neuro-pragmatics is an interdisciplinary study of language that combines fields related to language, nerves, and pragmatics (Unger, 2012).

The rapid presence of technology has also influenced the direction of linguistic research. Linguistic studies no longer only involve one or two other scientific disciplines. However, linguistic studies can be combined with other fields that do not seem related but are 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 platforms, internet platforms, and perhaps there are still other dimensions (Unger, 2012). Therefore, the author will focus on linguistic studies based on a cyber pragmatics perspective in this research.

The area of the language studied based on a cyber pragmatics perspective is politeness in expressive speech acts. True politeness is an effort to consider other people's feelings and how to treat someone in social interactions by showing concern proportionally (Brown, 2015). In line with the opinion above, Kádár explains that politeness consists of linguistic and non-linguistic behavior that shows that a speaker considers other people's feelings about how they should be treated (Kádár DZ, 2017). Meanwhile, expressive speech acts are speech acts that express psychological states honestly about a situation that is experienced proportionally

(Searle, 1976). In line with this, Yule states that expressiveness can be like dislike, pleasure, pain, joy, or sadness (Yule, 1996).

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

The general election schedule is getting closer, bringing commotion in politics. Netizens are divided in determining their choice for presidential candidate in 2024. The supporting party's decision to announce its presidential candidate was a strong stimulus in eliciting a response from netizens. These responses were conveyed in the comments columns on posts uploaded on social media pages. These comments emerged from netizens' psychological attitudes, which were then actualized as expressive speech. Psychological conditions that vary in receiving information boil down to the comments' politeness. Therefore, this research focuses on the politeness of expressive speech from a cyber pragmatics perspective on the social media Instagram.

Expressive speech acts are one of the five types of speech acts discovered by Searle. Expressive speech acts arise from the speaker's psychological attitude based on the circumstances 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 various literature that researchers refer to, there are several functions of expressive speech acts, namely praising, thanking, 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).

Social media gives users the freedom to express 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, many netizens bravely express their psychological attitudes regarding things they see, read, and listen to via social media. News from IDX Channel states that in using social media, especially in providing comments, the politeness level of Indonesian netizens is the lowest in Southeast Asia, ranking 29th out of 32 countries (Fitri & Fatmawati, 2022).

In the study of pragmatics, language politeness has received great attention. There are several leading theories related to language politeness, including the principles of politeness, the politeness scale, the theory of (positive face and negative face), and linguistic politeness and pragmatic politeness in imperative speech. Politeness is an ideal integration between an individual's inherent character and the actions he actualizes. Politeness is a person's ability to try to please other people through the language used. Additionally, politeness is also a natural attribute of good character (Watts, 2003). As a natural character attribute, politeness must always be cultivated and accustomed to when interacting with family, teachers, friends, and neighbors, both in communication in the real world and cyberspace.

Based on the description above, it can be seen that language politeness is closely related to expressive speech. Expressive speech is based on a person's psychological attitude when dealing with existing reality. These psychological attitudes can take the form of positive and negative emotions. Positive emotions are usually realized through happiness, pride, joy, satisfaction, sympathy, empathy, and so on. Negative emotions are usually realized in the form of disappointment, sadness, sorrow, suffering, anger, depression, hatred, and so on (Ekawati, 2018). Not all netizens can control their psychological attitudes when communicating on social

media. Differences in choices and views fuel anger, resulting in negative expressive speech. In this situation, the politeness aspect of language comes into play. People may have different views and choices, but comments on social media pages must be polite.

To dissect the politeness of expressive speech in this research, the researcher refers to Leech's theory of politeness, which offers six maxims of politeness (Leech, 2014). First, the tact maxim requires speakers to reduce other people's losses and increase other people's profits. Second, the generosity maxims requires speakers to reduce their benefits and increase their sacrifices. Third, the approbation maxims require speakers to reduce insults to others and increase praise to others. Fourth, the modesty maxims require speakers to reduce self-praise and increase self-deprecation. Fifth, the agreement maxims require speakers to reduce incompatibility between themselves and others and increase agreement between themselves and others. Sixth, the sympathy maxims require speakers to reduce antipathy between themselves and others and increase sympathy between themselves and others (Cahyaningrum, 2018; Febriadina et al., 2018; Febriasari & Wijayanti, 2018; L.P.F. Yanti et al., 2021; Laia, 2018; Mislikhah, 2016; F. Nisa, 2016; Prasetya et al., 2022; Prayogi et al., 2021; Prihantoro, 2015).

This research is considered a transdisciplinary language field because it contains complex dimensions: language, pragmatics, technological devices, media platforms, and internet platforms. The involvement of technological devices, media platforms, and internet media in this research is why researchers chose the term cyber pragmatics. Cyber pragmatics is the analysis of internet-mediated communication from the perspective of cognitive pragmatics. Cyber pragmatics discusses the various interactions on the Net: web pages, chat rooms, instant messaging, social networking sites, 3D virtual worlds, blogs, video conferences, email, Twitter, etc. (Francisco Yus, 2019). The politeness study of expressive speech acts in this research is aimed at interactions on the comments page on the Detikcom Instagram account, which specifically discusses political contestation regarding the 2024 election. The Detikcom Instagram account was chosen because the Detikcom account is a social media account active in reporting on political conditions ahead of the 2024 election. Apart from that, the Detikcom Instagram account has also received verification from Instagram, which is marked with a blue tick. The dotcom Instagram account also opened its comments page for comments by the general public. This allows virtual interaction in chat rooms on social networking sites. Therefore, it is possible to study the politeness of expressive speech on the comments page of the Detikcom Instagram account based on a cyber pragmatics perspective. The problem raised in this research is how polite expressive speech acts are based on a cyber pragmatics perspective. The aim of the research is the politeness of expressive speech acts based on a cyber pragmatics perspective.

RESEARCH METHOD
Research Design

This research uses a qualitative approach. Based on a cyber pragmatics perspective, a qualitative approach was taken to produce patterns that could explain the politeness phenomenon of expressive speech acts on social media. Researchers apply a qualitative approach in this research for several reasons, including the following. First, explore the dynamics of interaction. Cyber communications are often dynamic and changing. A qualitative approach allows researchers to explore interaction dynamics more thoroughly, including how participants express, receive, and interpret polite speech in various situations and cyber platforms. Second, pragmatic context. The qualitative approach is by pragmatic analysis, which emphasizes 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 not be easily measured or quantified through quantitative research methods. For example, how emojis, punctuation, or confident word choices express politeness in cyber communication. The method applied in this research is the content analysis method. The content analysis method is carried out by systematically examining the content of written or published messages in netizen comments.

Subject

The subject of this research is a post from the Instagram account @detikcom, which was posted on June 9, 2023, with 2509 comments. The data source in this research is language activities in the comments column of the Instagram account @detikcom, which was posted on June 9, 2023, totaling 2509 comments. 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 data in this research are all expressive speech acts contained in the comments column, totaling 511 utterances. All expressive speech acts are then analyzed based on Leech's six maxims of politeness, namely, the tact maxim, the generosity maxim, the approbation maxim, the modesty maxim, the agreement maxim, and the sympathy maxim. The data collection techniques applied are documentation techniques and reading techniques.

Data Analysis

The data in this research was collected through documentation, listening, and note-taking techniques. After the data was collected, the researcher carried out data analysis, which involved 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. The classification stage aims to group the codes that have been identified into broader categories or themes. The analysis stage seeks to identify patterns, trends, and relationships between categories. The findings interpretation stage aims to provide meaning and explanation of 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 speech politeness in cyber communication from a pragmatic perspective. To ensure the validity of research results, researchers use data validity techniques. The data validity techniques consist of credibility, transferability, dependability, and confirmability.

RESEARCH FINDINGS AND DISCUSSION

Research Findings

After data analysis, several research findings are presented. Based on 2509 comments on the comments page of the Instagram account @detikcom, 511 pieces of data were identified and classified as expressive speech acts. After classification, several comments can be classified into several maxims, so the total data becomes 527. Judging from the principle of politeness, all expressive speech is spread across five politeness maxims. The five maxims are the tact maxims, approbation maxims, modesty maxims, agreement maxims, and sympathy maxims. The generosity maxims are not found on the comments page of the Instagram account @detikcom, which was posted on June 9, 2023. Briefly, the research findings can be seen in the following table.

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

No.	Maxim of politeness	Polite	Not Polite	Amount
6.	Sympathy maxim	51	3	54
	Amount	102	425	527

Discussion
Politeness Tact Maxims 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 were classified as polite expressive speech acts, while 61 were classified as impolite expressive speech acts. This shows that the expressive speech acts contained in the comments page of the Instagram account @detikcom, posted on June 9, 2023, are classified as impolite based on the tact maxims. In the tact maxims, a person is considered polite if in communication he always reduces losses for others and increases profits for others (Elmi & Fatmawati, 2023; Hayari, 2022; Hudani Nabila, 2022; Pangabean & Fatmawati, 2022; Pratiwi & Fatmawati, 2022; Utami, 2023). Most violations of politeness maxims of policy occur due to statements by netizens who convey information that is detrimental to certain parties, whether attacking individuals or groups. The following is a snippet of comments identified as a form of compliance with the principles of politeness, maxims of expressive speech wisdom on the comments page of the Instagram account @detikcom.

Context: This statement was spoken by the accounts @alpac_ino20 and @khkhairul_ on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @alpac_ino20 and @khkhairul_ conveyed their comments in the form of expressive speech which was classified as 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 submitted by the account owners @alpac_ino20 and @khkhairul_ are expressive speech acts. The two comments above are classified as impolite tact maxims if viewed from the politeness principle. This is because the two comments above do not meet the rules of politeness that apply to the tact maxim. Politeness in the tact maxim is realized if two rules are fulfilled. The first rule is that in communication, a speaker reduces harm to others. The second rule is that in communication, a speaker tries to add benefits to other people. Therefore, if someone always tries to maximize the benefits of the other party in a conversation, that person can be said to be polite (Arum et al., 2020). However, if someone maximizes losses for other parties, that person has acted impolitely. In the comments above, it is clear that the account owners @alpac_ino20 and @khkhairul_ have maximized the losses for Mrs. Megawati. Negative statements in their comments can damage the image of the accused party. The accusations are detrimental to the PDIP party and Mrs. Megawati, especially as the presidential election approaches. In general, the causes of impoliteness in tact maxims are the speaker deliberately accusing the person he is saying, being protective of opinions, and encouraging the speaker's emotions (Alika et al., 2022).

From a cyber pragmatics perspective, actions that harm other parties often occur. The transition of communication means 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. The norms that apply when communicating directly also apply when communication is carried out via social media (Fatmawati et al., 2023). Therefore, when communicating, a person must not embarrass the interlocutor (Ardiani et al., 2021).

The realization of politeness maxims of expressive speech wisdom in this study is indeed considered impolite. However, some comments are identified as polite tact maxims. The following is a snippet of comments from netizens that are classified as polite based on the principle of politeness, the tact maxim.

Context: This statement was spoken by the accounts @saputraiqbal and @anang_marup41 on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @saputraiqbal and @anang_marup41 conveyed their comments in the form of expressive speech, which was classified as polite based on the tact maxim.

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

The two expressive speech acts delivered by the account owners @saputraiqbal and @anang_marup41 are classified as polite speech based on the politeness tact maxim. The owner of the @saputraiqbal account is trying to maximize Mr Anies Baswedan's profits. Maximizing profits for Mr. Anies Baswedan is reflected in the prayers and support given to him to become President of Indonesia in 2024. Meanwhile, the account owner @anang_marup41 showed his wise attitude by providing suggestions and prayers for Mrs. Megawati to increase her number of acts of worship to prepare for the afterlife. Apart from that, the owner of the account, @anang_marup41, also asked Mrs. Megawati to enjoy her old age and pray that she would receive forgiveness from Allah. The comments submitted by the account owner @anang_marup41 are profitable because they are positive comments in the form of prayers and advice.

Politeness Generosity Maxims in Expressive Speech Acts

Of the 511 data identified as expressive speech, no data item was classified as a generosity maxim. The generosity maxim requires speakers to reduce their benefits and increase their sacrifices (Cahyaningrum, 2018; Febriadina et al., 2018; L.P.F. Yanti et al., 2021; Lili et al., 2023; Melia, 2019; Nasution & Achmad Yuhdi, 2023). The focus of this maxim is oneself. This is a clear distinction between the tact maxim and the generosity maxim.

The absence of the generosity maxims in this research is influenced by the content presented in posts on the Instagram account @detikcom. The content displayed in the @detikcom Instagram account post presents a figure's promise regarding the sustainability of

the National Capital City (IKN) development if the party he leads can win the presidential election in 2024. This information received mixed reactions from netizens. Most of the netizens who commented showed a contradictory attitude towards the promises made. Speakers with a contrarian attitude will usually focus more on discussing the advantages and disadvantages of other people, not on their advantages and disadvantages. This is what makes it impossible for the generosity maxims to appear. The generosity maxims will appear more dominantly in a directive speech containing requests, requests, and orders (Utami, 2023).

Politeness Approbation Maxims in Expressive Speech Acts

The approbation maxim is the dominant maxim that 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 modesty maxims. However, as many as 224 utterances were impolite. Meanwhile, there are only 24 polite speeches. The rule that applies in the approbation maxims is to reduce insults to others and increase praise to others (Lili Agustina & Muhammad Yunus, 2023; Melia, 2019). The principle adopted in the approbation maxims is to avoid mutually mocking, degrading, and insulting other parties. On the other hand, speech participants are expected to maximize each other's praise, praise, and appreciation for other parties (Utami, 2023). However, in reality, many netizens express their psychological attitudes by saying insulting, ridiculing, and degrading words. This causes violations of the approbation maxims, leading to language impoliteness.

The main cause of disrespect in the approbation maxims on social media pages is triggered by the content presented and the characters featured. Content related to people's livelihoods will usually receive various pro and con comments. The characters or individuals featured in the post will also invite various comments that lead to the maxim of appreciation. The more controversial the character shown, the more netizens express their psychological attitudes through expressive speech. Most of these expressive utterances are classified as maxims of appreciation, both polite and impolite. Below is a snippet of comments identified as a form of compliance with the politeness principle of the maxim of appreciation.

Context: This statement was spoken by the accounts @akhyardoank and @yankyang181on on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @akhyardoank and @yankyang181on conveyed their comments in the form of expressive speech, which is classified as impolite based on the maxim of appreciation.

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 a study of the principles of politeness, the expressive speech delivered by the account owners @akhyardoank and @yankyang181on is classified as an impolite maxim of appreciation. The comments of the account owner @akhyardoank violate the approbation maxims because they have denigrated Ms. Megawati. This demeaning action can be seen from the nicknames and greetings given. The owner of the @akhyardoank account gave the

nickname "instructor" to Mrs. Megawati, the General Chair of the PDI party. Apart from that, the owner of the @akhyardoank account also greeted Mrs. Megawati as a grandmother. The nicknames and greetings addressed to Mrs. Megawati are not in line with the concept of the maxim of appreciation. These nicknames and greetings are also inappropriate for someone who was once the fifth president of the Republic of Indonesia.

The comments of the account owner @yankyang181on also violated the approbation maxims because they insulted the performance of the PDI party. This insult can be seen from the statement of the account owner @yankyang181on, who stated that Mrs. Megawati's experience in government was bad. This shows that there is no appreciation given to the PDIP party, which has been in power in government for the last ten years. In fact, in ten years, there have certainly been many positive things done for the nation and state.

From a cyber pragmatics perspective, language impoliteness in interactions on social media is something that often occurs. The absence of direct speech participants is a factor that causes a person's politeness to decrease in interactions on social media (Fatmawati & Rika Ningsih, 2024). Apart from that, unidirectional communication also triggers impolite comments (Inderasari et al., 2019). Therefore, it is not uncommon for social media to become a forum for blaming each other, insulting, blaspheming, and carrying out acts of bullying (Anwar, 2017).

Impolite comments dominated the realization of the approbation maxims in this research. However, some netizens still apply the politeness principle of the maxim of appreciation. Below are excerpts from comments from netizens that are classified as polite based on the politeness principle of the maxim of appreciation.

Context: This statement was spoken by the accounts @na_haz07 and @kalsel.teng on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @na_haz07 and @kalsel.teng convey their comments in the form of expressive speech, which is classified as polite based on the maxim of appreciation.

na_haz07 14w
BU MEGS tHe best😆

kalsel.teng 14w
Mantap Bu👍👍👍👍

The two comments above are comments that comply with the maxim of appreciation. The account owners @na_haz07 and @kalsel.teng are seen maximizing their praise for Mrs. Megawati by declaring that Mrs. Mega is the best and most impressive, Ma'am. These two statements clearly show appreciation through praise for Mrs. Megawati. In communication, speaking participants should always try to maximize praise, praise, and appreciation for other parties. The praise, flattery, and awards given must be praise that is interpreted literally. From a cyber pragmatics perspective, praise, flattery, and appreciation can be literal and non-literal. Literal praise means that the praise given has a true meaning according to the series of words spoken. Meanwhile, non-literal praise means someone conveys a compliment, but the intention is not to praise; it could be the opposite (Fatmawati & Rika Ningsih, 2024).

From a cyber pragmatics perspective, interactions on social media pages should be carried out by the function of social media itself. Social media is a medium that allows 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 Modesty Maxims in Expressive Speech Acts

The modesty maxim has two main concepts. Both concepts focus on the speaker himself. In the modesty maxims, speakers are expected to reduce praise for themselves and increase insults for themselves (Fajrin & Muhammad Rohmadi, 2016; Febriadina et al., 2018; Ibrahim & Bakir, 2021; Jewad et al., 2020; E. K. Nisa et al., 2022). Speakers who minimize their praise for themselves will be called polite, while speakers who always maximize their praise will be called impolite. This research found modesty maxims only in 3 out of 511 data. These three data are classified as the maxim of polite modesty. Below is a snippet of comments identified as a form of compliance with the politeness principle of the modesty maxims.

Context: This statement was told by the accounts @haikalarch and @baguzreddevils on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @haikalarch, and @baguzreddevils conveyed their comments in the form of expressive speech, which was classified as polite based on the modesty maxims.

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.

The two comments above fall into the maxim of polite modesty. In the modesty maxims, speech participants are expected to reduce praise towards themselves and add insults to themselves. 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 shows his modesty by saying that he doesn't know much about politics. It is necessary to apply the politeness modesty maxims so that someone does not appear arrogant and haughty because it is contrary to the teachings of the Islamic religion (Mardiah, 2022).

From a cyber pragmatics perspective, bragging behavior usually arises because of a flexing culture on social media. Apart from that, the presence of social media also influences narcissistic behavior (Liang, 2021). Narcissism is a personality pattern dominated by feelings of feeling that he is the greatest, likes to be praised and admired, has no sense of empathy, has a strong feeling that he is a very important person, feels that he is a unique individual, is jealous of the success of others, and shows arrogant attitude (Annisa Dwi Kartika et al., 2018; Ayuni & Sabardilla, 2021; Sakinah et al., 2020). All of these narcissistic characters will be the cause of language impoliteness based on the modesty maxims. Therefore, it is necessary to apply language politeness rules to avoid offense that causes conflict (Iswara & Susana, 2019).

Politeness Agreement Maxims in Expressive Speech Acts

The agreement maxim is a group of maxims that are also widely identified in this research. Of the 511 expressive speech data, 155 data are classified as agreement maxims. Judging from politeness, expressive speech is predominantly conveyed impolitely. Of the 155 data identified as agreement maxims, 18 were classified as polite, and 137 were classified as impolite. Politeness in the maxim of consensus is based on two rules, namely reducing incompatibility with other people and increasing conformity with other people (Arum et al., 2020; Elmi & Fatmawati, 2023; Fatmawati et al., 2023; Laia, 2018; Lili Agustina & Muhammad

Yunus, 2023). In fact, in this research, most netizens disagreed with the wishes conveyed by Mrs. Megawati. This discrepancy is actualized in the form of speech of rejection, whether direct or indirect. Direct rejection is a type of rejection by saying the word no or something equivalent, while indirect speech is the speech of rejection conveyed for certain reasons (Fitri & Fatmawati, 2022; Indrianto et al., 2021; Pangabean & Fatmawati, 2022; Pratiwi & Fatmawati, 2022). In communicating, a person will not always be able to agree with his or her interlocutor. However, speakers should try to compromise by partially disagreeing because this is preferable to complete disagreement (Citra & Fatmawati, 2021; Elfianora & Fatmawati, 2023; Fatmawati et al., 2020a; Prayogi et al., 2021).

Context: This statement was spoken by the accounts @herwansyahmsi and @rianzmilan on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @herwansyahmsi and @rianzmilan conveyed their comments in the form of expressive speech, which was classified as impolite based on the maxim of consensus.

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

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

The two comments above are classified as violations of the principle of politeness, the maxim of consensus. In the maxim of consensus, the speaker must maximize the compatibility between himself and his speech partner. However, in the comments above, it can be seen that the account owners @herwansyahmsi and @rianzmilan do not agree with the wishes conveyed by Mrs. Megawati. Mrs. Megawati's promise to continue building IKN if PDIP wins the 2024 presidential election was met with a statement of rejection. The owner of the account @herwansyahmsi showed his direct rejection because he used the word "no" or something equivalent. The rejection conveyed is marked by the use of the word reluctant and the word no. In the study of speech acts, direct rejection speech is the most impolite rejection speech among other types of rejection speech (Fatmawati et al., 2020b). Meanwhile, the owner of the @rianzmilan account also responded to Mrs. Megawati's wishes with a statement of rejection. However, this rejection was not expressed directly but indirectly. In his comments, the owner of the @rianzmilan account did not use the word "no" or something similar but instead stated why he had given up. Apart from that, he also added a comment that he would prefer another presidential candidate whom the PDIP party did not promote.

From a cyber pragmatics perspective, a person's tendency to show their incompatibility with certain parties often occurs on social media. The absence of direct speech participants is a factor that causes a person's politeness to decrease in interactions on social media (Fatmawati et al., 2023). In direct interaction, a person maintains more boundaries between himself and his speech partner. Some people pretend to be polite in front of other people but have a bad personality by trying to appear with smooth language to appear polite (Kuntarto, 2016).

The response in the form of rejection given by netizens causes the consensus maxim to be dominated by impolite comments. However, out of 155 data, 18 were identified as polite speech. This politeness emerged because several netizens showed that they agreed with the

wishes conveyed by Mrs. Megawati. The following is a snippet of comments from netizens that are classified as polite based on the politeness principle of the maxim of consensus.

Context: This statement was spoken by the accounts @dewajiwa2021 and @a_fred.p on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @dewajiwa2021 and @a_fred.p conveyed their comments in expressive speech, classified as polite based on the maxim of consensus.

dewajiwa2021 14w
Insyaallah terkabul ...amiiin🙏
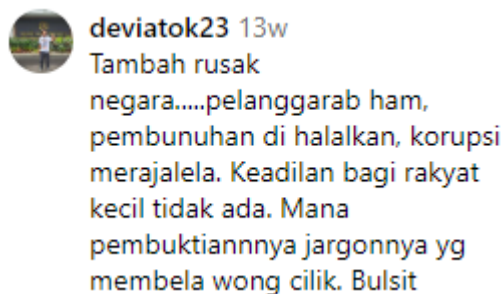

a_fred.p 14w
Betul bu.. Gas Pooooll IKN!
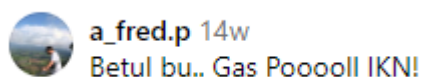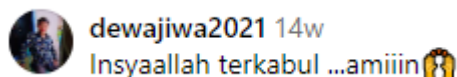
The two comments above manifest compliance with the politeness principle of the agreement maxims. The owner of the @dewajiwa2021 account shows his conformity with the wishes conveyed by Mrs. Megawati. His words, "God willing, it will come true, amiiiin," show that he also hopes for the same thing that Mrs. Megawati wants. Likewise, the account owner @a_fred.p showed his suitability by confirming what Mrs. Megawati said. Apart from that, he also added his comments with full support so that IKN development continues. The suitability or appropriateness shown by the account owners @dewajiwa2021 and @a_fred.p causes the speech to be polite (Eliana & Junaidi, 2023; Laia, 2018).

Sympathy Maxims Politeness in Expressive Speech Acts
The sympathy maxim is applied by maximizing sympathy and minimizing antipathy towards other parties. All speech that shows antipathy towards the speaker is considered impolite speech (Febriadina et al., 2018; Hamidah & Supriatin, 2016; L.P.F. 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 maxims in this research are divided into polite speech, totaling 51 data, and impolite speech, totaling 3 data. The maxim of polite sympathy arises from the speaker's participation in feeling other people's feelings. In this research, most sympathy is aimed at the Indonesian people who have to bear the state debt. Below is a snippet of comments identified as a form of compliance with the principle of politeness, the sympathy maxims.

Context: This statement was spoken by the accounts @rickyhamdani30 and @deviatok23 on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @rickyhamdani30 and @deviatok23 conveyed their comments in the form of expressive speech classified as polite based on the sympathy maxims.

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
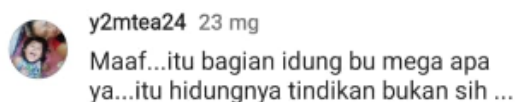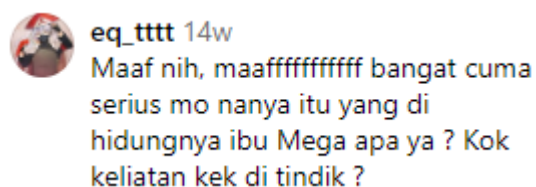membela wong cilik. Bulsit
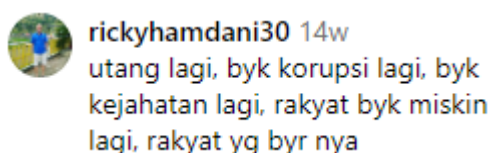
The two comments above are classified as polite sympathy maxims. Politeness is reflected in the participation of the account owners @rickyhamdani30 and @deviatok23 in sympathizing with the suffering of the Indonesian people. The owner of the account, @rickyhamdani30, stated that if Mrs. Megawati's wishes were realized, it would increase the state debt, and there would be more opportunities for corruption, so crime would increase. Meanwhile, there is no guarantee of prosperity for the people. People will not only become poorer but will also have to pay the state debt through taxes. The account owner @deviatok23 also said the same thing. He also highlighted the lack of justice for ordinary people. The wishes expressed by Mrs. Megawati for her will only increase the damage to the country because corruption will become rampant. According to him, the PDIP's jargon of caring about the fate of the little people is not proven. The participation of account owners @rickyhamdani30 and @deviatok23 in feeling the people's suffering is a form of sympathy. Therefore, both comments are considered polite.

From a cyber pragmatics perspective, the comments focus not only on the content conveyed (Fatmawati & Rika Ningsih, 2024). This is illustrated in the following two comments, which focus on the nasal filter plug worn by Mrs. Megawati. Even though his comments started with an apology, they were still impolite because they did not show sympathy for Ms. Megawati. Below is a snippet of comments that violate the principle of politeness, the sympathy maxim.

Context: This statement was spoken by the accounts @eq_tttt and @y2mtea24 on the comments page of the Instagram account @detikcom. In his post, the owner of the @detikcom account displayed text that read "Megawati's Promise of Gas for Jokowi Era IKN Development If PDIP Wins Again," which was accompanied by a picture of Megawati Soekarno Putri, who is the General Chair of the PDIP party. The account owners @eq_tttt and @y2mtea24 conveyed their comments in the form of expressive speech, which was classified as impolite based on the maxims of sympathy.

eq_tttt 14w
Maaf nih, maaffffffffffff bangat cuma
serius mo nanya itu yang di
hidungnya ibu Mega apa ya ? Kok
keliatan kek di tindik ?

y2mtea24 23 mg
Maaf...itu bagian idung bu mega apa
ya...itu hidungnya tindikan bukan sih ...

Regardless of the two account owners' ignorance regarding nasal filter plugs, these comments are still unethical to convey. The account owner should try to find out the name and function of the tool used by Mrs. Megawati. Instead of leading to opinions as if the tool used by Mrs. Megawati is an earring that is usually worn on the nose. This shows that the account owners @eq_tttt and @y2mtea24 are not maximizing their sympathy for Mrs. Megawati. At such a young age, Mrs. Megawati is more protective of her health. Therefore, using a nasal filter plug is natural.

CONCLUSION

After conducting a series of research procedures, it can be concluded that the 511 data are distributed in five maxims: tact, approbation, modesty, agreement, and sympathy. There are 67 tact maxims, of which 6 utterances are classified as polite, while 61 are classified as impolite. The approbation maxims amounted to 248 utterances, 24 of which were classified as polite, while 224 utterances were classified as impolite. The modesty maxim consists of 3 utterances, all considered polite. The agreement maxim is 155 utterances; 18 are classified as polite, while 137 are classified as impolite. The sympathy maxim is 54 utterances; 51 are classified as polite, while 3 are classified as impolite. The generosity maxim does not appear in this study. The content presented in the post influences the absence of the generosity maxims in this research. The generosity maxims will appear more dominantly in a directive speech containing requests, requests, and orders. Netizens' comments are generally classified as impolite based on the tact maxim, the maxim of appreciation, and the maxim of consensus. The reason is that netizens do not maximize profits, appreciation, and conformity with other parties but instead express their psychological attitudes by uttering words of insults, ridicule, and rejection, which can cause harm to other parties. Meanwhile, netizens are polite according to the maxims of modesty and sympathy. Most sympathy is aimed at the Indonesian people who must bear the state debt. From a cyber pragmatics perspective, the post's content strongly influences the emergence of politeness maxims. Content that contains positive information will usually invite netizens to submit polite comments. However, controversial content usually triggers netizens to submit negative comments with impoliteness. Apart from that, the characters displayed in the post content also influence the politeness of netizens' speech.

ACKNOWLEDGEMENT

REFERENCES

Alika, S. D., Dewi, A. P., Anggara, I. R., Shabrany, R. H., & Madhasatya, S. Y. (2022). Urgensi Penggunaan Tata Bahasa yang Baik dalam Berkomentar di Aplikasi Media Sosial Tiktok Terhadap Kesehatan Mental dan Pembentukan Karakter pada Siswa SMP dan SMA. *Jurnal Paedagogy: Jurnal Penelitian Dan Pengembangan Pendidikan*, *9*(3), 400–409.

Annisa Dwi Kartika, Aulya Akbar, & Dewi Kurnia Putri. (2018). Gambaran Penggunaan Media Sosial Instagram terhadap Terjadinya Resiko Perilaku Narsistik pada Mahasiswa Ilmu Pendidikan Sendratasik (Seni, Drama, Tari dan Musik) di Universitas Islam Riau Pekanbaru Tahun 2018. *Afiasi: Jurnal Kesehatan Masyarakat*, *5*(2), 75–80.

Anwar, F. (2017). Perubahan dan Permasalahan Media Sosial. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, *1*(1), 137–144. https://doi.org/10.24912/jmishumsen.v1i1.343

Ardiani, E. R. F., Noviana, I., Mariana, A., & Nurrohmah, S. (2021). Kesantunan Berkomunikasi pada Media Sosial di Era Digital. *Sultan Agung Fundamental Research Journal*, *2*(2), 65–76.

Ariyanti, L. D., & Zulaeha, I. (2017). Tindak Tutur Ekspresif Humanis dalam Interaksi Pembelajaran di SMA Negeri 1 Batang: Analisis Wacana Kelas. *Seloka*, *1*(2), 111–122. https://doi.org/10.23917/bppp.v1i1.9289

Arum, I. M., Santosa, R., Sumarlam, & Marwanto. (2020). Pelanggaran Kesantunan Berbahasa Politisi dalam Kontroversi Ancaman People Power Pascapilpres. *Madah: Jurnal Bahasa Dan Sastra*, *11*(2), 141–152.

Ayuni, D. P., & Sabardilla, A. (2021). Tindak Tutur Ekspresif Pada Kolom Komentar Akun YouTube Ngaji Filsafat. *Jurnal Ilmiah KORPUS*, *5*(2). https://doi.org/10.33369/jik.v5i2.16307

Brown, P. (2015). Politeness and Language. In *International Encyclopedia of the Social & Behavioral Sciences: Second Edition* (Second Edi, Vol. 18). Elsevier. https://doi.org/10.1016/B978-0-08-097086-8.53072-4

Buchholz, B. A., DeHart, J., & Moorman, G. (2020). Digital Citizenship During a Global Pandemic: Moving Beyond Digital Literacy. *Journal of Adolescent and Adult Literacy*, *64*(1), 11–17. https://doi.org/10.1002/jaal.1076

Cahyaningrum, F. (2018). Kesantunan Berbahasa Siswa dalam Konteks Negosiasi di Sekolah Menengah Atas. *Jurnal Pena Indonesia*, *4*(Volume 4, Nomor 1, Maret 2018), 1–23.

Caliandro, A., & Graham, J. (2020). Studying Instagram Beyond Selfies. *Social Media and Society*, *6*(2). https://doi.org/10.1177/2056305120924779

Chaer, A. (2010). *Kesantunan Berbahasa* (Issue 1). Rineka Cipta.

Citra, Y., & Fatmawati. (2021). Alasan Pelanggaran Prinsip Kerja Sama Grice dalam Program Mata Najwa di Trans 7. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *7*(2), 437–448. https://doi.org/10.30605/onoma.v7i2.1278

Dewa, C. B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1), 65–71. https://doi.org/10.31294/khi.v12i1.10132

Ekawati, M. (2018). Kesantunan Semu Pada Tindak Tutur Ekspresif Marah Dalam Bahasa Indonesia. *Adabiyyāt: Jurnal Bahasa Dan Sastra*, *1*(1), 1. https://doi.org/10.14421/ajbs.2017.01101

Elfianora, H., & Fatmawati. (2023). Prinsip Kerja Sama dalam Tuturan Guru di SMAN 3 Gunung Sahilan Kabupaten Kampar Riau. *Literasi: Jurnal Ilmiah Pendidikan Bahasa, Sastra Indonesia Dan Daerah*, *13*(2), 698–712. https://www.journal.unpas.ac.id/index.php/literasi/article/view/8139

Elmi, K., & Fatmawati. (2023). Kesantunan Berbahasa dalam Novel Istri Kedua Gus Karya Anisa AE Jurnal Pendidikan Bahasa dan Sastra Indonesia. *Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, *8*(2), 86–94.

Fajrin, R., & Muhammad Rohmadi. (2016). Pelanggaran Prinsip Kerja Sama dan Pematuhan Prinsip Kesantunan dalam Pembelajaran Bahasa Indonesia di SMK Pelayaran "Akpelni" Semarang. *Jurnal S2 Pendidikan Bahasa Indonesia*, *1*(1), 100–112.

Fatmawati, ., Boeriswati, E., & Zuriyati, . (2020a). *Why Grice's Cooperation Principle Violated? : An Indonesian Sociocultural Context*. *Icels 2019*, 151–159. https://doi.org/10.5220/0008995701510159

Fatmawati, Apriani, L., Ningsih, R., Afdal, A., & Zulfa, M. (2023). Penyuluhan Kesantunan Berbahasa dalam Interaksi di Media Sosial pada Siswa. *Gervasi: Jurnal Pengabdian Kepada Masyarakat*, *7*(3), 1202–1217.

Fatmawati, Boeriswati, E., & Zuriyati. (2020b). The Realization of Students' Polite Rejection Speeches. *Getsempena English Education Journal*, *7*(1), 134–147. https://doi.org/10.46244/geej.v7i1.1062

Fatmawati, F., & Rika Ningsih. (2024). Tindak Tutur Ekspresif dalam Perspektif

Cyberpragmatics. *Jurnal Onoma: Pendidikan Bahasa Dan Sastra*, *10*(1), 196–214.

Febriadina, Z. F., Sumarwati, S., & Sumarlam, S. (2018). Male and Female Students' Politeness in Sragen, Central Java. *Humanus*, *17*(1), 73. https://doi.org/10.24036/humanus.v17i1.8429

Febriasari, D., & Wijayanti, W. (2018). *Kesantunan Berbahasa dalam Proses Pembelajaran di Sekolah Dasar*. *2*(2).

Fitri, W., & Fatmawati. (2022). Kesantunan Tuturan dalam Kolom Komentar Akun Twetter Anies Baswedan. *Linguistik: Jurnal Bahasa & Sastra*, *7*(2), 92–101.

Francisco Yus. (2019). Cyberpragmatics: Internet-mediated communication in context. In *Global Perspectives on Language Assessment*. https://doi.org/10.4324/9780429437922-11

FX Nadar. (2009). *Pragmatik dan Penelitian Pragmatik*. Graha Ilmu.

Hamidah, I., & Supriatin, D. (2016). *Maksim Kesantunan yang Digunakan oleh Deddy Courbuzier pada Acara "Hitam Putih" dan Andi Flores Noya pada Acara "Kick Andy."* *01*, 1–13.

Hayari, R. (2022). Kesantunan Tuturan dalam Kolom Komentar Akun Twitter Felixsiauw. *LINGUISTIK: Jurnal Bahasa Dan Sastra*, *7*(2), 1–8.

Hudani Nabila, A. (2022). Kesantunan Tuturan Interogatif dalam Talkshow Kick Andy Ada Apa dengan Luhut di Youtube. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *8*(2), 749–759. https://doi.org/10.30605/onoma.v8i2.1979

Ibrahim, I. M., & Bakir, S. N. (2021). Generosity Maxim in Leech's Theory in Pshdar Area: Socio-Pragmatic Perspective. *Journal of University of Raparin*, *8*(2), 81–102. https://doi.org/10.26750/vol(8).no(2).paper4

Inderasari, E., Achsani, F., & Lestari, B. (2019). *Bahasa Sarkasme Netizen dalam Komentar Akun Instragram " Lambe Turah ."* *8*(1), 36–49. https://doi.org/10.22460/semantik.vXiX.XXX

Indrianto, N., Latipah, N., Suharjo, Pratiwi, C. R. N. P., Kusumawati, H., Nuriyati, T., Handayani, E. S., Lehan, A. A. D., Suwantoro, Nadziroh, A., Noor, T. R., Yuliasti, R. N. K., Marzuki, A. G., Hamzah, Biduri, F. N., Astuti, D. P. J., Ulfa, M., Ma'arif, A. S., Sodik, A. J., … Susanto, R. (2021). *Waktunya Merdeka Belajar*.

Istiani, N., & Islamy, A. (2020). Fikih Media Sosial Di Indonesia. *Asy Syar'Iyyah: Jurnal Ilmu Syari'Ah Dan Perbankan Islam*, *5*(2), 202–225. https://doi.org/10.32923/asy.v5i2.1586

Iswara, A. A., & Susana, K. Y. (2019). Analisis Kesantunan Bahasa Media Sosial: Komunikasi Mahasiswa Kepada Dosen Stmik Stikom Indonesia. *KULTURISTIK: Jurnal Bahasa Dan Budaya*, *3*(2), 10. https://doi.org/10.22225/kulturistik.3.2.1185

Jewad, H. G., Ghapanchi, Z., & Ghazanfari, M. (2020). Investigating Leech's Politeness Principle in Conversational Verses in Three Surahs from The Holy Quran. *Asian Social Science*, *16*(3), 29. https://doi.org/10.5539/ass.v16n3p29

Kádár DZ. (2017). Politeness in pragmatics. *In Oxford Research Encyclopedia of Linguistics*.

Kuntarto, E. (2016). Kesantunan berbahasa dari Perspektif Kecerdasan Majemuk. *Jurnal Ilmiah Universitas Batanghari Jambi*, *16*(2), 58–73.

L.P.F. Yanti, I.N. Suandi, & I.N. Sudiana. (2021). Analisis Kesantunan Berbahasa Warganet Pada Kolom Komentar Berita Di Media Sosial Facebook. *Jurnal Pendidikan Dan*

Pembelajaran Bahasa Indonesia, *10*(1), 139–150. https://doi.org/10.23887/jurnal_bahasa.v10i1.405

Laia, A. (2018). Analisis Maksim Kebijaksanaan dan Maksim Permufakatan dalam Film Lua-Lua Mböwö Sebua Karya Ponti Gea. *Jurnal Education and Development*, *5*(1), 87–91. http://journal.ipts.ac.id/index.php/ED/article/view/499

Leech, G. (2014). The Pragmatics of Politeness. *The Pragmatics of Politeness*, 1–368. https://doi.org/10.1093/acprof:oso/9780195341386.001.0001

Liang, S. (2021). Kecenderungan Perilaku Narsistik dengan Intensitas Penggunaan Media Sosial Instagram. *Jurnal Experentia*, *9*(1), 32–41.

Lili Agustina, & Muhammad Yunus. (2023). Pematuhan Kesantunan dalam Kanal Animasi Santoon TV di Youtube. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *9*(1), 20–28. https://doi.org/10.30605/onoma.v9i1.2101

Mardiah, A. (2022). Fenomena Flexing: Pamer di Media Sosial dalam Perspektif Etika Islam. *International Conference on Tradition and Religious Studies*, *1*(1), 309–319. http://proceedings.radenfatah.ac.id/index.php/lc-TiaRS/article/view/239

Melia, M. (2019). Prinsip Kesantunan Berbahasa Siswa. *Jurnal Pendidikan Bahasa*, *8*(1), 110. https://doi.org/10.31571/bahasa.v8i1.1139

Mislikhah, S. (2016). Kesantunan Berbahasa. *Ar-Raniry, International Journal of Islamic Studies*, *1*(2), 285. https://doi.org/10.20859/jar.v1i2.18

Murti, S., Muslihah, N. N., & Sari, I. P. (2018). Tindak Tutur Ekspresif dalam Film Kehormatan di Balik Kerudung Sutradara Tya Subiakto Satrio. *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, Dan Asing*, *1*(1), 17–32. https://doi.org/10.31540/silamparibisa.v1i1.7

Nasution, K. Z., & Achmad Yuhdi. (2023). Analisis Prinsip Kesantunan Berbahasa Pada Novel "Kata" Karya Rintik Sedu & Implementasinya terhadap Pembelajaran Bahasa Indonesia. *Prosiding Seminar Nasional Pendidikan, Bahasa, Sastra, Seni, Dan Budaya*, *2*(1), 272–285. https://doi.org/10.55606/mateandrau.v2i1.276

Ngasini, N., Senowarsito, S., & Nugrahani, D. (2021). An Analysis of Expressive Speech Acts Used in Ellen Show " Interview with Billie Eilish." *Applied Linguistics, Linguistics, and Literature (ALLURE) Journal*, *1*(1), 53–62. https://doi.org/10.26877/allure.v1i1.9213

Nisa, E. K., Rustono, R., & Haryadi, H. (2022). The Violation of Politeness Maxim Principles Found in Skinnyindonesian24 Youtube Channel. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, *11*(1), 1–11. https://journal.unnes.ac.id/sju/index.php/seloka/article/view/52518

Nisa, F. (2016). Pelanggaran Prinsip Kesantunan dalam Wacana Tutur Basuki Tjahaja Purnama (Ahok). *STILISTIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, *1*(1), 19–30. https://doi.org/10.33654/sti.v1i1.321

Pangabean, S. M., & Fatmawati, F. (2022). Kesantunan Tuturan Penolakan: pada Masyarakat Batak di Desa Air Jamban Kecamatan Mandau Kabupaten Bengkalis. *Linguistik: Jurnal Bahasa & Sastra*, *7*(2), 29–39.

Pangesti, N. I., & Rosita, F. Y. (2019). Tindak Tutur Ekspresif di Akun Instagram @kampuszone. *Hasta Wiyata*, *2*(2), 33–40. https://doi.org/10.21776/ub.hastawiyata.2019.002.02.04

Prasetya, K. H., Subakti, H., & Musdolifah, A. (2022). Pelanggaran Prinsip Kesantunan

Berbahasa Peserta Didik terhadap Guru Sekolah Dasar. *Jurnal Basicedu*, *6*(1), 1019–1027. https://doi.org/10.31004/basicedu.v6i1.2067

Pratiwi, N. R., & Fatmawati. (2022). Kesantunan Tuturan Penolakan pada Masyarakat Jawa di SP 5 Desa Mekar Jaya Kecamatan Pangkalan Kerinci Kabupaten Pelalawan. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *8*(2), 643–653. https://doi.org/10.30605/onoma.v8i2.1928

Prayogi, R., Rian Andri Prasetya, & Riadi, B. (2021). *Pelanggaran Prinsip Kesantunan Berbahasa dalam Komunikasi generasi Milenial*. *9*(1), 1–5.

Prihantoro. (2015). Aplikasi Prinsip Kesantunan oleh Anak ketika Berargumen dengan Orang Tua (Studi Kasus Tindak Persuasi AP Ketika Permintaanya Ditolak). *Parole*, *5*(1), 12–25.

Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi (Studi Deskriptif pada Happy Go Lucky House). *Jurnal Common*, *3*(1), 71–80. https://doi.org/10.34010/COMMON.V3I1.1950

Rahardi, R. K., & Setyaningsih, Y. (2019). Contextualizing Local Values of Children‟s Games in the Perspective of Ecopragmatics to Enhance Culture-Specific Based Communication. *International Journal of Engineering and Advanced Technology*, *9*(1), 143–151. https://doi.org/10.35940/ijeat.a1096.109119

Rahmawati, N. (2021). Pelanggaran Prinsip Kerja Sama dan Prinsip Kesantunan Berbahasa Percakapan dalam Acara "Mata Najwa." *Diskursus: Jurnal Pendidikan Bahasa Indonesia*, *4*(1), 46. https://doi.org/10.30998/diskursus.v4i1.9408

Ronan, P. (2015). Categorizing expressive speech acts in the pragmatically annotated SPICE Ireland corpus. *ICAME Journal*, *39*(1), 25–45. https://doi.org/10.1515/icame-2015-0002

Sakinah, U., Zatrahadi, M. F., & Darmawati, D. (2020). Fenomena Narsistik di Media Sosial sebagai Bentuk Pengakuan Diri. *Al-Ittizaan: Jurnal Bimbingan Konseling Islam*, *2*(1), 34. https://doi.org/10.24014/0.8710544

Searle, J. R. (1976). A classification of illocutionary acts. In *Lang. Soc* (Vol. 5, Issue 1).

Siregar, H. (2022). Analisis Pemanfaatan Media Sosial Sebagai Sarana Sosialisasi Pancasila. *Pancasila: Jurnal Keindonesiaan*, *1*, 71–82. https://doi.org/10.52738/pjk.v2i1.102

Sukmawati, R., & Fatmawati. (2023). Tindak Tutur Ekspresif Warganet dalam Akun Instagram @ Kompascom " PKS Deklarasi Anies Baswedan sebagai Bakal Calon Presiden 2024 ." *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *9*(1), 653–665.

Syarifuddin, M. W., Latjuba, A. Y., & Armin, M. A. (2022). Gaya Bahasa Sindiran Pengguna Media Sosial Twitter Seputar Pemilihan Presiden Prancis 2022. *Jurnal Ilmu Budaya*, *X*(2), 84–102.

Unger, C. (2012). Cognitive Pragmatics. The Mental Processes of Communication. *Journal of Pragmatics*, *44*(3), 332–334. https://doi.org/10.1016/j.pragma.2011.12.001

Utami, D. (2023). *Kesantunan Berbahasa Warganet di Kolom Komentar Instagram @ nadiemmakarim Pendahuluan*. *13*(1), 441–456.

Watts, R. J. (2003). *Politeness*. Cambridge University Press.

Yule, G. (1996). *Pragmatics*. Oxford University Press.

FATMAWATI UIR <fatmawati@edu.uir.ac.id>

JOLLT Revisions Required

1 message

jollt ikipmataram <jollt@undikma.ac.id>   Mon, Sep 9, 2024 at 8:53 AM
To: fatmawati@edu.uir.ac.id

Dear Authors

We are writing to extend our sincere gratitude for submitting your manuscript to our publication. We greatly appreciate your effort and dedication in producing this valuable contribution to the field. Your research has the potential to impact and advance the knowledge in the subject area significantly. Based on the review process, we have decided to ask the author/s to revise the manuscript with some revisions within 1-2 weeks.

##See the reviewer's comments on the website using your username.
##Click the button Review after login to see the reviewer comments.
##Contact us if you have uploaded the revised version via this email or WA: 081803266792

Noted: If the author can add one or more international authors with international affiliations, the manuscript will be prioritized for publication in the upcoming issue.

Best Regards

Contoh Hasil Review Reviwer I

APPLICATION OF POLITENESS IN EXPRESSIVE SPEECH ACTS BASED ON A CYBER PRAGMATICS PERSPECTIVE

This research is motivated by the tendency of netizens to convey psychological attitudes on social media. The delivery of this psychological attitude sometimes does not pay attention to language politeness. The problem in this research is how politeness is in expressive speech acts from a cyber pragmatics perspective. This research explores and elaborates on the realization of politeness maxims and politeness principles based on a cyber pragmatics perspective. The approach used in this research is qualitative, which applies the content analysis method. The data source in this research is the language activity of netizens on the comments page of posts on the Instagram account @detikcom on June 9, 2023, totaling 2509 comments. The data in this study amounted to 511 data, which included 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. Judging from the principle of politeness, netizens' comments are classified as impolite based on tact, approbation, and agreement maxims. The reason is that netizens do not maximize profits, appreciation, and conformity with other parties but instead express their psychological attitudes by uttering words of insults, ridicule, and rejection, which can cause harm to other parties. Meanwhile, netizens are polite according to the maxims of modesty and sympathy. Most sympathy is aimed at the Indonesian people who must bear the state debt.

INTRODUCTION

Study about language is getting wider from time to time. As time goes by, linguistic studies do not stop at interdisciplinary studies. Recently, multidisciplinary language studies have been conducted, such as eco-pragmatics and neuro-pragmatics. Eco-pragmatic studies are a combination of three fields of study, namely language, environment, and pragmatics (Rahardi

---

Reviewer comments:

Reviewer: The title is informative but somewhat lengthy. It clearly reflects the research focus but could be more concise.

Reviewer: The abstract provides a general overview of the study's purpose, methods, and findings. However, it lacks specific information about the results and the significance of the findings.

Reviewer: The introduction is well-developed, providing a clear context and rationale for the study. It introduces relevant theories and the concept of cyber pragmatics. However, it feels a bit

Contoh Hasil Review Reviwer II

APPLICATION OF POLITENESS IN EXPRESSIVE SPEECH ACTS BASED ON A CYBER PRAGMATICS PERSPECTIVE

INTRODUCTION

    Study about language is getting wider from time to time. As time goes by, linguistic studies do not stop at interdisciplinary studies. Recently, multidisciplinary language studies have been conducted, such as eco-pragmatics and neuro-pragmatics. Eco-pragmatic studies are a combination of three fields of study, namely language, environment, and pragmatics (Rahardi & Setyaningsih, 2019). Meanwhile, the study of neuro-pragmatics is an interdisciplinary study of language that combines fields related to language, nerves, and pragmatics (Unger, 2012).

    The rapid presence of technology has also influenced the direction of linguistic research. Linguistic studies no longer only involve one or two other scientific disciplines. However,

---

ASUS · · · ✏ 🖊

I suggest the author highlight the significance of your work before stating the research aims. Explain how your research contributes to the field, addresses a gap in the literature, or has potential

Reply

ASUS · · · ✏ 🖊

I suggest the author review key findings from previous research related to your topic. Highlight where your work fits within this existing body of knowledge

Reply

#12620 Review

SUMMARY REVIEW EDITING

Submission

Authors	Famawati Fatmawati, Rika Ningsih
Title	Politeness in Expressive Speech Acts: A Cyber Pragmatics Approach
Section	Articles
Editor	Inzamul Sarkar

Peer Review

Round 1

Review Version	12620-45888-2-RV.DOCX 2024-08-22
Initiated	2024-08-22
Last modified	2024-09-09
Uploaded file	Reviewer B 12620-46764-1-RV.DOCX 2024-09-09
	Reviewer A 12620-46763-1-RV.DOCX 2024-09-09

Editor Decision

Decision	Accept Submission 2024-10-10
Notify Editor	Editor/Author Email Record 2024-10-10
Editor Version	12620-46239-1-ED.DOCX 2024-08-22
Author Version	12620-47142-1-ED.DOCX 2024-09-22 DELETE
	12620-47142-2-ED.DOCX 2024-10-10 DELETE
	12620-47142-3-ED.DOCX 2024-10-10 DELETE
	12620-47142-4-ED.DOCX 2024-10-10 DELETE
Upload Author Version	Choose File No file chosen Upload

JOLLT INVOICE
JOLLT Journal of Languages and Language Teaching

Dear Authors: **Fatmawati & Rika Ningsih**

Regarding your manuscript submission to JOLLT's website, we want to inform you that the manuscript has been reviewed through the blind-review process. Hence, we are glad to inform you that your manuscript entitled "**Politeness in Expressive Speech Acts: A Cyber Pragmatics Approach**" has been selected for an issue of the JOLLT Journal of Languages and Language Teaching Vol. 12(4) 2024 published at the end of **October 2024**.

JOLLT applies Article Processing Charges (APCs) Rp. 1.350.000., to cover the review process, publication services, including the costs of peer review administration and management, production of articles in PDF, and dissemination of published papers.

Transfer the APC to Haerazi, BRI: 349401043061538

All articles published in JOLLT are freely available online and open access. We are looking forward to your contribution to the journal in the upcoming issues.

For more information regarding the publication, we will send you further email soon.

Regards,

Dr. Lalu Ari Irawan, S.Pd., M.Pd.
JOLLT Editorial Board

#12620 Summary

SUMMARY   REVIEW   EDITING

Submission

Authors	Famawati Fatmawati, Rika Ningsih
Title	Politeness in Expressive Speech Acts: A Cyber Pragmatics Approach
Original file	12620-45887-1-SM.DOCX 2024-08-10
Supp. files	None
Submitter	Famawati Fatmawati
Date submitted	August 10, 2024 - 05:35 AM
Section	Articles
Editor	Inzamul Sarkar
Author comments	Bismillah, saya sangat berharap pihak jurnal berkenan menerima artikel yang saya kirim setelah melalui proses review.
Abstract Views	136

Status

Status	Published Vol 12, No 4 (2024)
Initiated	2024-10-17
Last modified	2024-10-17

Submission Metadata

Authors

Name	Famawati Fatmawati
Affiliation	Universitas Islam Riau
Country	Indonesia
Bio Statement	Indonesian Language and Literature Education, Riau Islamic University, Indonesia

Principal contact for editorial correspondence.

Name	Rika Ningsih
Affiliation	Universitas Islam Riau
Country	Indonesia

POLITENESS IN EXPRESSIVE SPEECH ACTS: A CYBER PRAGMATICS APPROACH

1*Fatmawati, 1Rika Ningsih

[1]Indonesian Language and Literature Education, Riau Islamic University, Indonesia

*Corresponding Author Email: fatmawati@edu.uir.ac.id

Article Info	Abstract
Article History Received: July 2024 Revised: August 2024 Published: October 2024 **Keywords** *Language politeness;* *Expressive Speech Acts;* *Cyber pragmatics;* *Pragmatic approach;*	*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.

REFERENCES

Alika, S. D., Dewi, A. P., Anggara, I. R., Shabrany, R. H., & Madhasatya, S. Y. (2022). Urgensi Penggunaan Tata Bahasa yang Baik dalam Berkomentar di Aplikasi Media Sosial Tiktok Terhadap Kesehatan Mental dan Pembentukan Karakter pada Siswa SMP dan SMA. *Jurnal Paedagogy: Jurnal Penelitian Dan Pengembangan Pendidikan*, *9*(3), 400–409.

Annisa Dwi Kartika, Aulya Akbar, & Dewi Kurnia Putri. (2018). Gambaran Penggunaan Media Sosial Instagram terhadap Terjadinya Resiko Perilaku Narsistik pada Mahasiswa Ilmu Pendidikan Sendratasik (Seni, Drama, Tari dan Musik) di Universitas Islam Riau Pekanbaru Tahun 2018. *Afiasi: Jurnal Kesehatan Masyarakat*, *5*(2), 75–80.

Anwar, F. (2017). Perubahan dan Permasalahan Media Sosial. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, *1*(1), 137–144. https://doi.org/10.24912/jmishumsen.v1i1.343

Ardiani, E. R. F., Noviana, I., Mariana, A., & Nurrohmah, S. (2021). Kesantunan

Berkomunikasi pada Media Sosial di Era Digital. *Sultan Agung Fundamental Research Journal*, *2*(2), 65–76.

Ariyanti, L. D., & Zulaeha, I. (2017). Tindak Tutur Ekspresif Humanis dalam Interaksi Pembelajaran di SMA Negeri 1 Batang: Analisis Wacana Kelas. *Seloka*, *1*(2), 111–122. https://doi.org/10.23917/bppp.v1i1.9289

Arum, I. M., Santosa, R., Sumarlam, & Marwanto. (2020). Pelanggaran Kesantunan Berbahasa Politisi dalam Kontroversi Ancaman People Power Pascapilpres. *Madah: Jurnal Bahasa Dan Sastra*, *11*(2), 141–152.

Ayuni, D. P., & Sabardilla, A. (2021). Tindak Tutur Ekspresif Pada Kolom Komentar Akun YouTube Ngaji Filsafat. *Jurnal Ilmiah KORPUS*, *5*(2). https://doi.org/10.33369/jik.v5i2.16307

Brown, P. (2015). Politeness and Language. In *International Encyclopedia of the Social & Behavioral Sciences: Second Edition* (Second Edi, Vol. 18). Elsevier. https://doi.org/10.1016/B978-0-08-097086-8.53072-4

Buchholz, B. A., DeHart, J., & Moorman, G. (2020). Digital Citizenship During a Global Pandemic: Moving Beyond Digital Literacy. *Journal of Adolescent and Adult Literacy*, *64*(1), 11–17. https://doi.org/10.1002/jaal.1076

Cahyaningrum, F. (2018). Kesantunan Berbahasa Siswa dalam Konteks Negosiasi di Sekolah Menengah Atas. *Jurnal Pena Indonesia*, *4*(Volume 4, Nomor 1, Maret 2018), 1–23.

Caliandro, A., & Graham, J. (2020). Studying Instagram Beyond Selfies. *Social Media and Society*, *6*(2). https://doi.org/10.1177/2056305120924779

Chaer, A. (2010). *Kesantunan Berbahasa* (Issue 1). Rineka Cipta.

Citra, Y., & Fatmawati. (2021). Alasan Pelanggaran Prinsip Kerja Sama Grice dalam Program Mata Najwa di Trans 7. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *7*(2), 437–448. https://doi.org/10.30605/onoma.v7i2.1278

Dewa, C. B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1), 65–71. https://doi.org/10.31294/khi.v12i1.10132

Ekawati, M. (2018). Kesantunan Semu Pada Tindak Tutur Ekspresif Marah Dalam Bahasa Indonesia. *Adabiyyāt: Jurnal Bahasa Dan Sastra*, *1*(1), 1. https://doi.org/10.14421/ajbs.2017.01101

Elfianora, H., & Fatmawati. (2023). Prinsip Kerja Sama dalam Tuturan Guru di SMAN 3 Gunung Sahilan Kabupaten Kampar Riau. *Literasi: Jurnal Ilmiah Pendidikan Bahasa, Sastra Indonesia Dan Daerah*, *13*(2), 698–712. https://www.journal.unpas.ac.id/index.php/literasi/article/view/8139

Elmi, K., & Fatmawati. (2023). Kesantunan Berbahasa dalam Novel Istri Kedua Gus Karya Anisa AE Jurnal Pendidikan Bahasa dan Sastra Indonesia. *Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, *8*(2), 86–94.

Fajrin, R., & Muhammad Rohmadi. (2016). Pelanggaran Prinsip Kerja Sama dan Pematuhan Prinsip Kesantunan dalam Pembelajaran Bahasa Indonesia di SMK Pelayaran "Akpelni" Semarang. *Jurnal S2 Pendidikan Bahasa Indonesia*, *1*(1), 100–112.

Fatmawati, ., Boeriswati, E., & Zuriyati, . (2020a). *Why Grice's Cooperation Principle Violated? : An Indonesian Sociocultural Context*. *Icels 2019*, 151–159. https://doi.org/10.5220/0008995701510159

Fatmawati, Apriani, L., Ningsih, R., Afdal, A., & Zulfa, M. (2023). Penyuluhan Kesantunan Berbahasa dalam Interaksi di Media Sosial pada Siswa. *Gervasi: Jurnal Pengabdian Kepada Masyarakat*, *7*(3), 1202–1217.

Fatmawati, Boeriswati, E., & Zuriyati. (2020b). The Realization of Students' Polite Rejection Speeches. *Getsempena English Education Journal*, *7*(1), 134–147.

https://doi.org/10.46244/geej.v7i1.1062

Fatmawati, F., & Rika Ningsih. (2024). Tindak Tutur Ekspresif dalam Perspektif Cyberpragmatics. *Jurnal Onoma: Pendidikan Bahasa Dan Sastra*, *10*(1), 196–214.

Febriadina, Z. F., Sumarwati, S., & Sumarlam, S. (2018). Male and Female Students' Politeness in Sragen, Central Java. *Humanus*, *17*(1), 73. https://doi.org/10.24036/humanus.v17i1.8429

Febriasari, D., & Wijayanti, W. (2018). *Kesantunan Berbahasa dalam Proses Pembelajaran di Sekolah Dasar*. *2*(2).

Fitri, W., & Fatmawati. (2022). Kesantunan Tuturan dalam Kolom Komentar Akun Twetter Anies Baswedan. *Linguistik: Jurnal Bahasa & Sastra*, *7*(2), 92–101.

Francisco Yus. (2019). Cyberpragmatics: Internet-mediated communication in context. In *Global Perspectives on Language Assessment*. https://doi.org/10.4324/9780429437922-11

FX Nadar. (2009). *Pragmatik dan Penelitian Pragmatik*. Graha Ilmu.

Hamidah, I., & Supriatin, D. (2016). *Maksim Kesantunan yang Digunakan oleh Deddy Courbuzier pada Acara "Hitam Putih" dan Andi Flores Noya pada Acara "Kick Andy."* *01*, 1–13.

Hayari, R. (2022). Kesantunan Tuturan dalam Kolom Komentar Akun Twitter Felixsiauw. *LINGUISTIK: Jurnal Bahasa Dan Sastra*, *7*(2), 1–8.

Hudani Nabila, A. (2022). Kesantunan Tuturan Interogatif dalam Talkshow Kick Andy Ada Apa dengan Luhut di Youtube. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *8*(2), 749–759. https://doi.org/10.30605/onoma.v8i2.1979

Ibrahim, I. M., & Bakir, S. N. (2021). Generosity Maxim in Leech's Theory in Pshdar Area: Socio-Pragmatic Perspective. *Journal of University of Raparin*, *8*(2), 81–102. https://doi.org/10.26750/vol(8).no(2).paper4

Inderasari, E., Achsani, F., & Lestari, B. (2019). *Bahasa Sarkasme Netizen dalam Komentar Akun Instragram " Lambe Turah ."* *8*(1), 36–49. https://doi.org/10.22460/semantik.vXiX.XXX

Indrianto, N., Latipah, N., Suharjo, Pratiwi, C. R. N. P., Kusumawati, H., Nuriyati, T., Handayani, E. S., Lehan, A. A. D., Suwantoro, Nadziroh, A., Noor, T. R., Yuliasti, R. N. K., Marzuki, A. G., Hamzah, Biduri, F. N., Astuti, D. P. J., Ulfa, M., Ma'arif, A. S., Sodik, A. J., … Susanto, R. (2021). *Waktunya Merdeka Belajar*.

Istiani, N., & Islamy, A. (2020). Fikih Media Sosial Di Indonesia. *Asy Syar'Iyyah: Jurnal Ilmu Syari'Ah Dan Perbankan Islam*, *5*(2), 202–225. https://doi.org/10.32923/asy.v5i2.1586

Iswara, A. A., & Susana, K. Y. (2019). Analisis Kesantunan Bahasa Media Sosial: Komunikasi Mahasiswa Kepada Dosen Stmik Stikom Indonesia. *KULTURISTIK: Jurnal Bahasa Dan Budaya*, *3*(2), 10. https://doi.org/10.22225/kulturistik.3.2.1185

Jewad, H. G., Ghapanchi, Z., & Ghazanfari, M. (2020). Investigating Leech's Politeness Principle in Conversational Verses in Three Surahs from The Holy Quran. *Asian Social Science*, *16*(3), 29. https://doi.org/10.5539/ass.v16n3p29

Kádár DZ. (2017). Politeness in pragmatics. *In Oxford Research Encyclopedia of Linguistics*.

Kuntarto, E. (2016). Kesantunan berbahasa dari Perspektif Kecerdasan Majemuk. *Jurnal Ilmiah Universitas Batanghari Jambi*, *16*(2), 58–73.

L.P.F. Yanti, I.N. Suandi, & I.N. Sudiana. (2021). Analisis Kesantunan Berbahasa Warganet Pada Kolom Komentar Berita Di Media Sosial Facebook. *Jurnal Pendidikan Dan Pembelajaran Bahasa Indonesia*, *10*(1), 139–150. https://doi.org/10.23887/jurnal_bahasa.v10i1.405

Laia, A. (2018). Analisis Maksim Kebijaksanaan dan Maksim Permufakatan dalam Film Lua-Lua Mböwö Sebua Karya Ponti Gea. *Jurnal Education and Development*, *5*(1), 87–91. http://journal.ipts.ac.id/index.php/ED/article/view/499

Leech, G. (2014). The Pragmatics of Politeness. *The Pragmatics of Politeness*, 1–368. https://doi.org/10.1093/acprof:oso/9780195341386.001.0001

Liang, S. (2021). Kecenderungan Perilaku Narsistik dengan Intensitas Penggunaan Media Sosial Instagram. *Jurnal Experentia*, *9*(1), 32–41.

Lili Agustina, & Muhammad Yunus. (2023). Pematuhan Kesantunan dalam Kanal Animasi Santoon TV di Youtube. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *9*(1), 20–28. https://doi.org/10.30605/onoma.v9i1.2101

Mardiah, A. (2022). Fenomena Flexing: Pamer di Media Sosial dalam Perspektif Etika Islam. *International Conference on Tradition and Religious Studies*, *1*(1), 309–319. http://proceedings.radenfatah.ac.id/index.php/lc-TiaRS/article/view/239

Melia, M. (2019). Prinsip Kesantunan Berbahasa Siswa. *Jurnal Pendidikan Bahasa*, *8*(1), 110. https://doi.org/10.31571/bahasa.v8i1.1139

Mislikhah, S. (2016). Kesantunan Berbahasa. *Ar-Raniry, International Journal of Islamic Studies*, *1*(2), 285. https://doi.org/10.20859/jar.v1i2.18

Murti, S., Muslihah, N. N., & Sari, I. P. (2018). Tindak Tutur Ekspresif dalam Film Kehormatan di Balik Kerudung Sutradara Tya Subiakto Satrio. *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, Dan Asing*, *1*(1), 17–32. https://doi.org/10.31540/silamparibisa.v1i1.7

Nasution, K. Z., & Achmad Yuhdi. (2023). Analisis Prinsip Kesantunan Berbahasa Pada Novel "Kata" Karya Rintik Sedu & Implementasinya terhadap Pembelajaran Bahasa Indonesia. *Prosiding Seminar Nasional Pendidikan, Bahasa, Sastra, Seni, Dan Budaya*, *2*(1), 272–285. https://doi.org/10.55606/mateandrau.v2i1.276

Ngasini, N., Senowarsito, S., & Nugrahani, D. (2021). An Analysis of Expressive Speech Acts Used in Ellen Show " Interview with Billie Eilish." *Applied Linguistics, Linguistics, and Literature (ALLURE) Journal*, *1*(1), 53–62. https://doi.org/10.26877/allure.v1i1.9213

Nisa, E. K., Rustono, R., & Haryadi, H. (2022). The Violation of Politeness Maxim Principles Found in Skinnyindonesian24 Youtube Channel. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, *11*(1), 1–11. https://journal.unnes.ac.id/sju/index.php/seloka/article/view/52518

Nisa, F. (2016). Pelanggaran Prinsip Kesantunan dalam Wacana Tutur Basuki Tjahaja Purnama (Ahok). *STILISTIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, *1*(1), 19–30. https://doi.org/10.33654/sti.v1i1.321

Pangabean, S. M., & Fatmawati, F. (2022). Kesantunan Tuturan Penolakan: pada Masyarakat Batak di Desa Air Jamban Kecamatan Mandau Kabupaten Bengkalis. *Linguistik: Jurnal Bahasa & Sastra*, *7*(2), 29–39.

Pangesti, N. I., & Rosita, F. Y. (2019). Tindak Tutur Ekspresif di Akun Instagram @kampuszone. *Hasta Wiyata*, *2*(2), 33–40. https://doi.org/10.21776/ub.hastawiyata.2019.002.02.04

Prasetya, K. H., Subakti, H., & Musdolifah, A. (2022). Pelanggaran Prinsip Kesantunan Berbahasa Peserta Didik terhadap Guru Sekolah Dasar. *Jurnal Basicedu*, *6*(1), 1019–1027. https://doi.org/10.31004/basicedu.v6i1.2067

Pratiwi, N. R., & Fatmawati. (2022). Kesantunan Tuturan Penolakan pada Masyarakat Jawa di SP 5 Desa Mekar Jaya Kecamatan Pangkalan Kerinci Kabupaten Pelalawan. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *8*(2), 643–653. https://doi.org/10.30605/onoma.v8i2.1928

Prayogi, R., Rian Andri Prasetya, & Riadi, B. (2021). *Pelanggaran Prinsip Kesantunan Berbahasa dalam Komunikasi generasi Milenial*. *9*(1), 1–5.

Prihantoro. (2015). Aplikasi Prinsip Kesantunan oleh Anak ketika Berargumen dengan Orang Tua (Studi Kasus Tindak Persuasi AP Ketika Permintaanya Ditolak). *Parole*, *5*(1), 12–25.

Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi

(Studi Deskriptif pada Happy Go Lucky House). *Jurnal Common*, *3*(1), 71–80. https://doi.org/10.34010/COMMON.V3I1.1950

Rahardi, R. K., & Setyaningsih, Y. (2019). Contextualizing Local Values of Children‟ 's Games in the Perspective of Ecopragmatics to Enhance Culture-Specific Based Communication. *International Journal of Engineering and Advanced Technology*, *9*(1), 143–151. https://doi.org/10.35940/ijeat.a1096.109119

Rahmawati, N. (2021). Pelanggaran Prinsip Kerja Sama dan Prinsip Kesantunan Berbahasa Percakapan dalam Acara "Mata Najwa." *Diskursus: Jurnal Pendidikan Bahasa Indonesia*, *4*(1), 46. https://doi.org/10.30998/diskursus.v4i1.9408

Ronan, P. (2015). Categorizing expressive speech acts in the pragmatically annotated SPICE Ireland corpus. *ICAME Journal*, *39*(1), 25–45. https://doi.org/10.1515/icame-2015-0002

Sakinah, U., Zatrahadi, M. F., & Darmawati, D. (2020). Fenomena Narsistik di Media Sosial sebagai Bentuk Pengakuan Diri. *Al-Ittizaan: Jurnal Bimbingan Konseling Islam*, *2*(1), 34. https://doi.org/10.24014/0.8710544

Searle, J. R. (1976). A classification of illocutionary acts. In *Lang. Soc* (Vol. 5, Issue 1).

Siregar, H. (2022). Analisis Pemanfaatan Media Sosial Sebagai Sarana Sosialisasi Pancasila. *Pancasila: Jurnal Keindonesiaan*, *1*, 71–82. https://doi.org/10.52738/pjk.v2i1.102

Sukmawati, R., & Fatmawati. (2023). Tindak Tutur Ekspresif Warganet dalam Akun Instagram @ Kompascom " PKS Deklarasi Anies Baswedan sebagai Bakal Calon Presiden 2024 ." *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, *9*(1), 653–665.

Syarifuddin, M. W., Latjuba, A. Y., & Armin, M. A. (2022). Gaya Bahasa Sindiran Pengguna Media Sosial Twitter Seputar Pemilihan Presiden Prancis 2022. *Jurnal Ilmu Budaya*, *X*(2), 84–102.

Unger, C. (2012). Cognitive Pragmatics. The Mental Processes of Communication. *Journal of Pragmatics*, *44*(3), 332–334. https://doi.org/10.1016/j.pragma.2011.12.001

Utami, D. (2023). *Kesantunan Berbahasa Warganet di Kolom Komentar Instagram @ nadiemmakarim Pendahuluan*. *13*(1), 441–456.

Watts, R. J. (2003). *Politeness*. Cambridge University Press.

Yule, G. (1996). *Pragmatics*. Oxford University Press.