



**AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN
YOUTUBE COMMENTS ON *BBC NEWS* OF KATE'S CANCER
ANNOUNCEMENT**

THESIS

*Submitted to Fulfill a Partial S1 Degree in the English Department, Faculty of
Humanities Universitas Bung Hatta*

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UNIVERSITAS BUNG HATTA**

2024



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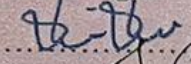
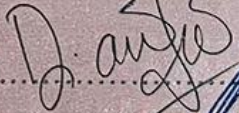

Fakultas : Ilmu Budaya

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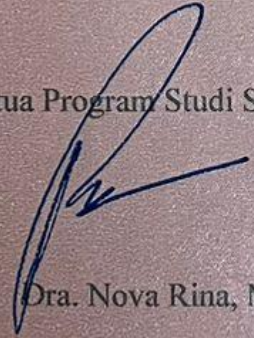
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ORIGINALITY STATEMENT

I do herewith declare that this Thesis is my work and to the best of my knowledge, it contains no materials previously published or written by another person, or substantial proportion of material that has been accepted for the award of any educational institution, except where due acknowledgment is made in the Thesis.

Padang, 16 Agustus 2024



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AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN YOUTUBE COMMENTS ON BBC NEWS OF KATEE'S CANCER ANNOUNCEMENT

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ABSTRACT

This research examines positive politeness strategies in video YouTube comments on bbc news of Kate's cancer announcement. Politeness not only occurs in daily conversations but also in the social media found in comments on YouTube. This research aims to find the positive politeness strategies related according to Brown and Levinson in video YouTube comments. This research deals with a pragmatic approach. This video on YouTube is interesting to analyze in terms of positive politeness strategies. This video tells about the announcement about Princess Kate having cancer that has not yet been diagnosed and is still in the process of healing. The purpose of this research is (1) to find the types of positive politeness strategies in YouTube comments BBC News on Kate's cancer announcement. (2) to describe the functions of positive politeness strategies. This research used descriptive qualitative research. It is done by collecting data, analyzing data, using a positive politeness strategy from words that are used by the commenter on video YouTube, giving explanations, and drawing conclusions in video YouTube comments. Finally, the writer finds out two points, the first point is the writer found 6 strategies from 15 strategies based on Brown and Levinson, 36 data of notice, 4 data of exaggerate, 3 data of use in-group identity markers, 2 data of seek Agreement, 6 data of show the speaker's knowledge and concern to the listener's, 1 data of Giving and asking for a reason and the most strategy found is notice. The second point is the writer found 3 functions of the positive politeness strategy, they are 10 data of expressive, 6 data of referential, 36 data of Phatic. However, the most dominant function found is phatic.

Keywords: pragmatic, positive politeness strategy, the function of positive politeness strategy.

ACKNOWLEDGEMENTS



First of all, I would like to praise and thank Allah SWT who has given me health, opportunity, and love. And I wanna say thank the Prophet Muhammad SAW as the leader of the Muslim community for life. I would like to thank the following group and individual contributors for their help and their support, without them, I would not be able to complete the thesis. Therefore, I thank to :

1. Dr. Yusrita Yanti, M. Hum as my supervisor for guiding me and being patient to complete this thesis. I realized that I was lucky that you were my supervisor to guide my research. I am also very grateful to Mrs. Yy that she is very kind and always gives the best ideas for my thesis. I appreciate that you always care and pay attention to me.
2. Diana Chitra Hasan, M.Hum, M.Ed, Ph.D, and Dra. Nova Rina, M. Hum as my examiners who gave me support and suggestions that gave me good ideas and new knowledge to improve my thesis.
3. All lecturers and all the staff who teach and help me to study at the English Department study program.
4. The most valuable things in my life are my parents, Mr. Khairin and Mrs. Meli Gustini. I want to say a big thank you to my Dad and Mom who have fought for me with all your heart. Thank you for guiding me and giving full support to me so I can complete my thesis well. I love you very much, you are the perfect parents for me.

5. My younger brother Fedian Sakti, I am grateful for your support and always giving in to me and being patient with me. I love you, my younger brother.
6. All my friends in the English Department that I cannot mention one by one, especially my senior M. Arif who has helped me learn English and always gave his time to help me write my thesis. Also, my friend Tiara Riani Putri gave her time to me and helped me write my thesis. I also want to thank my best friends Tari Aisyah and Vindy Thahura Ramadhani who have also given their time to me from the start of college until now always listening to my stories and always giving me support and attention.

Many thanks to all of you, because without your help I could not finish this thesis. May God always bless you with happiness and success. I realized that this thesis is not perfect, and there are still many shortcomings. Comments and suggestions will be very meaningful to me, I hope this thesis provides for the readers.

Padang, 8 Agustus 2024

Faras Xyuni

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Communication is very important in society, especially in our daily lives today. According to Luhmann (1992), Communication develops the effect of a difference between the content's informative value and the motivations behind its utterance. Daulay & Ningrum (2020) state that the goal of communication is to build social relationships between speakers through messages that sound better and keep the emotions of the listeners. Communication is not only direct but can also be done over long distances such as social media, emerging as a consequence of the rapid progress of information and communication technology.

Social media is a means of information in communication with the public. Not only that, the role of social media can also be used as a business tool and a means of entertainment, both written and visual. Social media that dominates society such as TikTok, Facebook, Twitter, Instagram, and others. According to Mayfiel (2009), Social media are transforming the global and societal transmission of knowledge. Through the development of mobile technology, blogging, social networking sites, and media sharing are growing quickly. The application on social media that is also popular among the public and attracts the attention of its users is YouTube. YouTube is a type of video platform that is believed to disseminate diverse real-time information and news that can be uploaded by different channels such as music, entertainment, health, sports, and education. Hosts can essentially display their video content. Therefore, content distributors try to create creative and innovative ideas and can also see how the

response is to users, both positive and negative, one of which is politeness strategies responses in looking at user responses to express politeness or communication manners in responses to YouTube content.

According to Brown and Levinson (1987), Politeness strategies are used in conveying messages to save the listener's face when the speech can threaten unwanted faces and can also generate good respect. Cruse cited in (Abdul, 2009) politeness is a matter of what is said, and not a matter of what is thought or believed. In addition, he explains the goal of politeness as follows: maintaining harmonious and cordial social relationships while communicating critical messages is the goal of civility. Of course, there are social, psychological, and physical limits on reality that limit the scope of politeness; for our society to function, we must accept this fact. It emphasizes the hearer's positive situation.

In this research, the writer is interested in conducting research that will be found in the comments column of the YouTube channel "BBC NEWS" about Princess Catherine suffering from cancer which invited many responses from commentators. This news went viral in March 2024 on all social media including YouTube. Princess Catherine commonly known as Princess Kate admitted that she was suffering from cancer and was undergoing initial treatment and chemotherapy to prevent cancer. After Princess Kate's announcement regarding her illness, many social media accounts made news about Princess Kate, one of which was a YouTube video uploaded by BBC NEWS. On the YouTube video, there are various kinds of comments, including positive comments and negative comments. However, in this research, the writer only focused

on comments containing positive politeness strategies given to Princess Kate who has cancer.

1.2 Research Questions

The Research Questions of this study are shown as follows:

- 1) What are the positive politeness strategies in YouTube comments BBC NEWS on Kate's cancer announcement?
- 2) What are the functions of positive politeness strategies found in YouTube comments BBC NEWS on Kate's cancer announcement?

1.3 Purposes of the Research

This research aims to achieve the following objectives:

- 1) To find out the positive politeness strategies in YouTube comments BBC NEWS on Kate's cancer announcement.
- 2) To describe the function of positive politeness strategies as found in YouTube comments BBC NEWS on Kate's cancer announcement.

1.4 Limitation of the Research

For the scope of the research, the writer analyzed the positive politeness strategies found and presented to the research object through YouTube comments on BBC NEWS on Kate's cancer announcement. Therefore, the focus is limited to comments that have positive politeness strategies in YouTube comments BBC NEWS on Kate's cancer announcement.

1.5 Significance of the Research

It is hoped that this research can provide a reference or understanding for future researchers about how to use politeness theory, especially positive politeness strategies

analysis in YouTube comments BBC NEWS on Kate's cancer announcement, and it is also hoped that it can help students and lecturers. Especially the Faculty of Humanities, Universitas Bung Hatta so that the results of this research can also be used as teaching material to support teachers teaching processes and provide examples of positive politeness theory to students for the next class.