

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

In this research, the writer analyzes positive politeness strategies on YouTube Comments on BBC NEWS about Kate's Cancer Announcement. In this case, Princess Kate told the public that she had cancer and many netizens gave support and prayers to Princess Kate through YouTube comments. This research found many positive politeness strategies such as giving praise, expressing hopes and prayers, and giving advice. The findings of this research show the importance of positive politeness strategies in building solidarity and support in online communities such as YouTube comments. The results of the discussion and analysis in the previous chapter used the positive politeness strategy based on Brown and Levinson in YouTube comments on BBC NEWS about Kate's Cancer Announcement. The writer found 6 strategies of 15 positive politeness strategies, they are 1) notice, 2) exaggerate, 3) use in- group identity markers 4) seek agreement , 5) Show the knowledge and concern , 6) Giving and asking for Reason.

Based on the results of the analysis in this research, the writer can conclude that this study shows the importance of positive politeness strategies in online communication, especially when emotional support is needed. By using positive politeness strategy, the people can create a more approving, understanding, and encouraging environment for the people who have serious illnesses like cancer. These results show the importance of good manners in building interactions and creating caring online communities.

## **5.2 Suggestion**

In this research, the writer only focused on analyzing one type of politeness strategy, namely positive politeness strategies on YouTube Comments on BBC NEWS about Kate's Cancer Announcement. However, there are still several types of politeness strategies that have not been explained. Therefore, the writer suggests that future research study all politeness strategies such as negative politeness strategies to know how people interact with each other politely.

In addition, many linguistic aspects can be used as guidelines for analyzing this announcement, such as language style, expressions of sadness and empathy, and implied meaning. Analysis of positive politeness strategies may also be done from a variety of sources, including movies, talk shows, and debates.

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