

## Research Article

# An Analysis of Politeness Comments by Indonesian National Team Football Players on Governor Ganjar Pranowo's Instagram

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**ORCID**Rosita Ambarwati: <https://orcid.org/0009-0002-8110-361X>**Abstract.**

Politeness plays a crucial role in effective communication. A common challenge in communication is the expression of politeness on social media. This article examines the politeness strategies employed by Indonesian national football team players in their comments on Governor Ganjar Pranowo's Instagram post discussing Indonesia's unsuccessful bid to host the U-20 World Cup. Brown and Levinson's theory (1987) serves as the basis for analyzing the politeness strategy. The research follows a descriptive-qualitative approach. The study relies on netizens' comments as the primary source of data. Data collection involves documentation methods and refer to note-taking procedures. This study involved a close examination of statements made by football national team players on Governor Ganjar Pranowo's Instagram account. The study results are (1) three types of positive politeness strategies, two types of negative politeness strategies, and two types of off-record strategies. Positive Politeness strategy 4: Exaggerate 2 (66.67%) and Joke 1 (33.33%). Regarding Negative Politeness, the analysis reveals 2 strategies: Be Pessimistic 1 (50%) and General Requirements 1 (50%). Off-record strategies include Contradictory 1 (50%) and Ironic 1 (50%). The Exaggerate type of Positive Politeness is assumed to be the most dominant, accounting for 2 (66.67%) instances. One can conclude that individuals demonstrate politeness when using social media.

**Keywords:** Instagram post, politeness strategies, U-20 World Cup

## 1. Introduction

Language is very critical to use in social life. Selfia & Marlina [1] state that language is not only a tool for communication but is an essential part of building and maintaining individual relationships in society. According to Tagugurad and Rosita (2023), language is a means by which people can express themselves or ideas to others. In creating good communication between humans, politeness is needed to avoid ambiguity between speakers. People frequently believe that being courteous only entails saying sorry, please, and thank you, but in reality, politeness has its own set of laws, according to [2].

Being polite involves more than just using words like "thank you" or "please" in the appropriate context. It also involves knowing when to use them. According to Brown

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& Levinson [3], being polite involves considering the feelings of the individuals being addressed. In daily life, courtesy is demonstrated in several ways. When we ask for something, comply with a directive, or write an email, we must be nice; this shows whether or not we have an excellent personality [4]. Sapitri et al. [5] state that people generally behave in everyday interactions because they care about their public self-image. Politeness theory can be implemented in social media, including Instagram. Selfia and Marlina [1] explained that politeness strategy analysis was also applied to Deddy Corbuzier in the Hitam Putih talk show, where Deddy Corbuzier used positive politeness strategies in hosting the event to show interest, sympathy, and friendliness to catch the attention of guests, the results of previous research are in line with the politeness strategy analysis in the Instagram comment column. However, politeness techniques may be found on social media sites like Instagram and in real life.

Conducted additional research [6]. The varieties of politeness techniques utilized on Anies Baswedan's Twitter and Instagram were the topic of this investigation. According to the study's findings, there are four types of politeness: bald on record, positive politeness, negative politeness, and off record. Positive politeness is one of these that is utilized more frequently. However, the author's work and that of Silitonga & Pasaribu differ in some ways. The author first makes use of various social media. Unlike Silitonga & Pasaribu, who use two social media, the author only concentrates on one, Instagram.

Instagram is a social media platform widely used and popular in Indonesia. Chaniago & Amri [7] state that people can freely express themselves through social media. Mulyana [8] states that people can use Instagram to share photos, videos, information, news, or current worldwide issues. People of various ages, young and old, and professions use Instagram. Ammaida [9] states that many people today use social media to express feelings and communicate with others. One of them is Ganjar Pranowo, the Governor of Central Java. Ganjar Pranowo's Instagram account has 5.6 million followers. On his Instagram account, Ganjar Pranowo often uploads his activities while serving as governor of Central Java. However, something is interesting about his Instagram post on March 30, 2023.

The exciting thing that was highlighted in Ganjar Pranowo's post on Instagram on March 30, 2023, was the comment column. The comments column was flooded with several comments related to Indonesia's failure to host the U-20 World Cup. Ganjar Pranowo's Instagram was attacked because he had said that he refused to allow the Israeli national team to compete in Indonesia. This has a long tail, and some people think Indonesia failed to become the host because several figures refused Indonesia to host

the World Cup. Not only did the public express their disappointment in Ganjar Pranowo's comments column, but several national football team players also commented.

Based on the explanation above, this research aims to study politeness strategies in the comments column on Ganjar Pranowo's Instagram. The author focuses on the types of politeness strategies from Brown & Levinson used by Indonesian national football players in commenting on Ganjar Pranowo's Instagram.

## 2. Method

The approach used in this study is qualitative. Sugiyono [10] states that qualitative research has a temporary focus, and the methods used do not consist of numbers. By following the qualitative research method used in this study, the data in this study are in the form of comments that have politeness values on Ganjar Pranowo's Instagram account. The research subjects were football players who commented on Aku Ganjar. The data source in this study was comments from football national team players on Ganjar Pranowo's Instagram account. Collection techniques are carried out using the documentation method and refer to note-taking techniques [11]. The documents referred to in this study are comments from football national team players on Ganjar Pranowo's Instagram account. The method in this study was carried out by scrutinizing, namely examining the comments of the football national team players on Ganjar Pranowo's Instagram account. Furthermore, after the data is obtained, the data is processed according to the politeness commenting strategy.

## 3. Result and Discussion

In this research, the researcher found three of the four language politeness formulas proposed by Brown Levinson. Among them are positive politeness, negative politeness, and off-record.

### 3.1. Result

#### 3.1.1. Positive Politeness

Positive politeness has fifteen strategies in it, the researcher found three types of strategies in positive politeness.

##### 1. Exaggerate

RA : *Terimakasih, pak. Mudah-mudahan anda sehat.*(Thank you, sir. We hope you are healthy).

The comments written by RA show a sense of disappointment as a football player who failed to play in the U-20 World Cup. However, RA used words that exaggerated his interest in Ganjar Pranowo in this expression. He did not directly express his disappointment, but he commented using words that showed sympathy for Ganjar Pranowo in the sentence “Mudah-mudahan anda sehat”.

C : *Saya sangat berterima kasih kepada Anda, Pak. Impian pemuda desa ini untuk membela Indonesia di Piala Dunia hanyalah mimpi. Kami mendoakan agar bapak selalu sehat. Pak, harapan anak-anak bangsa ini sia-sia.* (Many thanks, sir. This village boy’s desire of representing Indonesia in the World Cup is only a dream, sir! Father, please stay healthy in our prayers. The hopes of the youth of this country are in vain, sir).

In his comment, C expressed his disappointment by using a sentence that has a vague meaning. As in the sentence “Impian pemuda desa ini untuk membela Indonesia di Piala Dunia hanyalah mimpi” it means that his desire as a footballer from the village to make the nation proud failed. The sentence “Pak, harapan anak-anak bangsa ini sia-sia” means that everything that has been done and prepared to participate in the U-20 World Cup is in vain, and there is no hope.

## 2. Joke

Dz : *Saya hanyalah anak desa yang mempunyai mimpi untuk main di piala dunia, dan betapa bangganya orangtua saya ketika dia melihat anaknya bermain untuk Indonesia ditengah ribuan penonton. Tapi ini hanyalah sekedar mimpi.* (I’m simply a country lad who wants to play in the world cup, and I can only imagine how happy my parents are to see their kids representing Indonesia in front of tens of thousands of fans. However, this is only a dream).

In that expression, DZ uses the type joke strategy. At the beginning of the sentence, the phrase refers to his desire to play in the World Cup, but in the sentence “*tapi ini hanyalah sekedar mimpi*” he gives a joke, which means all his wishes are just a dream.

### 1. Give Gifts (Goods, Sympathy, Understanding, Cooperation)

M : *Sehat-sehat ya pak. Tidak apa-apa pak, saya tidak marah kok. Pokoknya semoga bapak segar dan sehat.* (Be healthy, sir. It’s okay, sir. I’m not angry. Anyway, I hope you are fresh and healthy).

In his comment, M uses a given gift as a sympathy sentence in the sentence “*Pokoknya semoga bapak segar dan sehat*” which means M expresses his sympathy for Ganjar Pranowo to keep him healthy.

### 3.1.2. Negative Politeness

There are ten strategies in the negative politeness formula, and the researcher found two types of strategies.

#### 1. Be Pessimistic

Being pessimistic is an expression given to listeners when they feel they cannot do something.

GW : *Terima kasih, Pak, dari anak laki-laki ini yang tumbuh dari kerja keras, bahkan berdarah di lapangan, bersama dengan banyak orang lain yang terus berjuang untuk mengangkat derajat orang tuanya, bangsa, dan negara. Kami sangat sedih untuk kehilangan kesempatan untuk berpartisipasi di Piala Dunia di negara kita sendiri, bahkan ajang ini adalah impian semua warga negara. Kami berterima kasih karena membuat kami bermimpi lagi.*(Thank you, sir, from this young man who has worked hard, sacrificed blood on the field, and done a lot of other things to fight for the betterment of his family, the country, and the world. It hurts too much for us to miss the chance to compete in the World Cup in our own nation because every child in this country hopes to attend this event. We appreciate you allowing us to dream once more).

In this comment, GW said that he felt he had failed to be a child who would make his parents proud because he had not managed to play in the U-20 world cup. This expression can be seen from the following sentences “*Kami sangat sedih untuk kehilangan kesempatan untuk berpartisipasi di Piala Dunia di negara kita sendiri, bahkan ajang ini adalah impian semua warga negara. Kami berterima kasih karena membuat kami bermimpi lagi.*”

#### 2. General Requirements

General requirements used by speakers that indicate threats directed at specific people can be engineered into threatening statements that appear to apply to the general public.

RD : *Bapak puas mengubur impian kita bermain di Piala Dunia U-20!!!? (You're happy to put an end to our desire to compete in the U-20 World Cup!!!?).*

In this comment, RD used threatening expressions, as seen from his punctuation, which indicated that he was very annoyed with Ganjar Pranowo. The sentence “Bapak puas” emphasizes that he feels disappointed, so he uses threatening words.

### 3.1.3. Off-Record

Off-record is an utterance that can be carried out by using vague or ambiguous implicatures and utterances. Speeches with implications for this formula are carried out by not obeying the principle of cooperation, especially the maxim of relation, quantity, and quality. Non-compliance with the maxim of relation can be done by giving clues. Non-compliance with the maxim of quality can be done by providing contradictory, ironic, metaphorical, and rhetorical information. In this formula the researcher found two off-records in the comment column on Ganjar Pranowo’s Instagram.

#### 1. Contradictory

HC : *Makasih banyak, pak. Iya pak, kami tahu pak, nasib bapak sudah terjamin, masa depan bapak juga bagus. Sedangkan kami pak? Kami baru mau merintis karier menjadi lebih baik, tapi batu lompatan kita sudah dihancurkan sama bapak.* (I sincerely appreciate that, sir. Yes, we are aware that your future is bright and that your fate is sealed. What’s up, sir? We only wanted to begin a job so that we might become better, but the father has destroyed our stepping stones).

In his comments, HC uses sentences that contain ambiguity where the meaning of the expression has a vague meaning, and there are clue sentences. The sentence “nasib bapak sudah terjamin, masa depan bapak juga bagus” means that HC thinks that Ganjar Pranowo already has a guaranteed future because he has power in the world of politics, whereas when compared to him, he has to start his dream from scratch. The sentence “tapi batu lompatan kita sudah dihancurkan sama bapak” means that HC is disappointed because one of his dreams of playing in the U-20 World Cup failed.

#### 2. Ironic

A : *Terima kasih Pak, orang tua saya tidak bisa cerita ke teman-temannya kalo punya anak yang sangat membanggakan karena bisa main di Piala Dunia.* (Thank you, sir. My parents are unable to share with their friends that they have kids that are incredibly happy of being able to compete in the World Cup).

In his comments, A expressed his disappointment with the sentence “orang tua saya tidak bisa cerita ke teman-temannya kalo punya anak yang sangat membanggakan

karena bisa main di Piala Dunia”, which means he felt he had failed to make the people around him feel proud for participating in the U-20 World Cup.

TABLE 1: The Result of the Politeness Strategy Used in Ganjar’s Instagram.

Politeness Strategy on Comments Instagram	Frequency	Total
Bald on Record	-	-
Positive Politeness Strategy	4	50%
Negative Politeness Strategy	2	25%
Of Record Strategy	2	25%
Total	8	100%

Based on Table 1, there is no bald on record found in the comments of the soccer national team players. It found 50% in positive politeness, 25% in negative politeness, and 25% in off record. Positive politeness is the most dominant approach.

### 3.2. Discussion

This research aims to determine the politeness strategies in the Instagram comment column. This research was conducted on national football players who commented on Ganjar Pranowo’s Instagram. The data analysis findings show the most dominant positive politeness strategy found in the comments column. In negative politeness, two strategies are found and two types of record strategies are found. Here are the dominant types used by national football players who commented on Ganjar Pranowo’s Instagram. This study’s results align with previous research showing that positive politeness strategies have the highest frequency. Then, negative politeness strategies are used in number two. Bald on-record strategies are number three, although the frequency differences are too far with positive and negative politeness. And off-record strategies are in the last place with a few frequencies [12]. Previous research also discussed politeness strategies, where the most dominant strategy used was positive politeness. This strategy can create a pleasant situation and build good relationships and interactions [13].

Based on Table 2, the authors found Positive Politeness strategy 4: Exaggerate 2 (66.67%) and Joke 1 (33.33%). In Negative Politeness, the writer finds 2: Be Pessimistic 1 (50%) and General Requirements 1 (50%). In Off record, there are 2, namely Contradictory 1 (50%) and Ironic 1 (50%). It can be concluded that the Exaggerate type of Positive Politeness is the most dominant among the others, with findings of 2 (66.67%).

Based on the politeness strategy classification, it can be seen how people, especially football players, communicate on social media and Instagram. Football players

TABLE 2: The Dominant Types Used By National Football Comment.

No.	Positive Politeness	Frequency	Total
1	Bald on Record	-	-
2	Positive Politeness		
	Strategy 2: Exaggerate	2	66,67%
	Strategy 8: Joke	1	33,33%
	Total	3	100%
3	Negative Politeness		
	Strategy 3: Be Pessimistic	1	50%
	Strategy 8: General Requirements	1	50%
	Total	2	100%
4	Off Record		
	Contradictory	1	50%
	Ironic	1	50%
	Total	2	100%
	Total Data	8	

commenting on Ganjar Pranowo’s Instagram still show politeness because, as listeners, Ganjar Pranowo is a governor with the above position. This study found that positive politeness was the most dominant among the others. This happens because the communication is not direct or face-to-face [14]. In this study, the second strategy, Exaggerate, was the most dominant in positive politeness. As speakers who commented on Ganjar Pranowo’s Instagram, football players exaggerated their interest in Ganjar Pranowo as listeners. Football players also use jokes in making comments. The eighth strategy in positive politeness, Jokes, occupies the second position after Exaggerate. It can be seen that Indonesian football players use jokes to save face from their listeners. According to Ambarwati et al. [15], using jokes can save the listener’s face.

#### 4. Conclusion

Data analysis shows four types of positive politeness strategies, two types of negative politeness strategies, and two types of off-record strategies. In positive politeness, three strategies are found: exaggerate, joke, and give gifts. In negative politeness, two strategies are found: being pessimistic and having general requirements. Meanwhile, on off-record, two were found: contradictory and ironic. Positive Politeness strategy 4: Exaggerate 2 (66.67%) and Joke 1 (33.33%). In Negative Politeness, the writer finds 2: Be Pessimistic 1 (50%) and General Requirements 1 (50%). In Off record, there are 2: Contradictory 1 (50%) and Ironic 1 (50%). It can be concluded that the Exaggerate



type of Positive Politeness is the most dominant among the others, with findings of 2 (66.67%). The most effective strategy, it might be said, is The researcher identified eight comments on Ganjar Pranowo's Instagram profiles from Indonesian national football team members based on the data they had collected. The researcher can conclude that the Instagram account employs the most politeness strategies.

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