

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the research which are then analyze by using the theory that has been reviewed in chapter 2. The findings in this research are the comment contain face threatening acts and also politeness strategies that performed by male and female comment instagram user. The findings in this research have answered the research questions, they are face threatening acts and also politeness strategies that performed by male instagram comment user and female instagram comment user.

A. Findings and Analysis

This chapter consists of four parts. The first part describes the findings for the face threatening acts commonly performed by male instagram comment. The second part describes face threatening acts commonly performed by female instagram comment. The third part describes politeness strategies performed by male instagram comment to minimize the face threatening acts. The last part describes politeness strategies performed by female instagram comment to minimize the face threatening acts. The findings are gotten from online shops' business instagram and artist endorsers' instagram.

From the object of the research, the researcher choose two addressee from online shop's business instagram they are from Rajeans business of famous artist Rafi Ahmad, and Natashashawilona online shop is business belonging artist Natasha Wilona. The researcher choose two artist endorsers, they are ZaskiaAdya

Mecca artist endorsers, and Chelsea Olivia artist endorsers'. From that address user, the researcher searches any instagram comment containing face threatening act and politeness strategies. Those data are analyzed by using Brown and Levinson Theory of Politeness.

1. Face Threatening Acts performed by male instagram users

This study reveals that there are 13 Face Threatening Acts commonly performed by male instagram user: apologizing, congratulating, self-humiliating, expressing thanks, accepting thanks, criticizing, disagreeing, accusing, insulting, ordering, suggesting, reminding, and warning. Below are the analyses of those findings of face threatening acts which commonly performed by male instagram comment.

a. Disagreeing

Datum 1

Line	Instagram User	Utterances
1	RAN	Kemeja yang aku pake ini sesuai dengan moment
2		ramadhan, kainnya alus dan nyaman, untuk warna
3		lainnya kunjungi katalog
4	Adita.P	Kurang suka sama warnanya , coba pake warna
5		yang lebih gelap saja.

(See *apendix picture 1*)

Analysis:

Rajeans updated a status about the dress that he used, he recommended his follower to buy the dress because the dress is really suitable with the moment when he posted the status and also the dress has good quality material. To respond the statement, Adita P gave a comment as written in line 4 about the dress “*Kurang suka sama warnanya, coba pake warna yang lebih gelap saja*” or “*I don't really like the color, try to use another dark color*”. It

means that Adita P disagree with the color used by Rajeans in his picture because it didn't match with Rajeans style. By that utterance he is performing the act of disagreeing, he disagrees with color and he gave the other option with dark color.

Datum 2

Line	Instagram User	Utterances
1	RAN	Kaos RA Jeans diatas bisa kalian dapatkan di
2		@ramyanadeptstore , Asia Plaza Tasikmalaya,
3		web www.rajeans.co.id , Zalora, Lazada, Blibli.com
4		dan juga online order via WA/Line yg tercantum
5		pada bio@rajeansid
6	Diandro	aku suka liat Raffi pake kaos pendek

(See *apendix picture 2*)

Analysis:

Rajeans updated a status about his long sleeve t-shirt in order to give recommendation to his follower about the good quality of the t-shirt. To respond the statement Diandro gave comment as written in line 6 which said *“aku suka liat Raffi pake kaos pendek”* or *“I like to see Raffi use t-shirt”*. It means that Diandro disagree with the long sleeve t-shirt that has been warn by Raffi. He also stated that Raffi is more suitable use the t-shirt without long sleeve. By that utterance he is performing the act of disagreeing, he disagree with the long sleeve of t-shirt and he is prefers seeing see Raffi to use t-shirt to long sleeve t-shirt.

Datum 3

Line	Instagram User	Utterances
1	RAN	Karena Mulai hari ini sampai dengan tanggal 20
2		Juni 2017 nanti, seluruh produk RA Jeans kembali
3		kita discount sebesar 20%!! Ayo segera keluarkan
4		gadget kamu, order sekarang juga, jangan sampai
5		kelewatan promo discount 20% nya yaa sob!!
6		Happy shopping!
7	PanduDip	Kurang minat sama promonya

(See *apendix picture 3*)

Analysis:

Rajeans posted a status about the discount of RA Jeans up to 20%. Rajeans tried to invite his follower for buy the product. To respond the statement PanduDip gave comment as written in line 7 which said “*Kurang minat sama promonya*” or in English “*I don’t interested with the promo*”. It means that PanduDip disagree with the promo that has been given by RA jeans about 20% or in the other word PanduDip said that the promo of RA jeans was not interesting enough to catch the attention of his follower for buy his product. By that utterance he is performing the act of disagreeing, he disagree with the promo of the RA jeans product.

Datum 4

Line	Instagram User	Utterances
1	ZAM	Ini diaaa @kidutoy stempat paling tepat buat beli
2		mainan!!! Ga sekedar mainan tapi juga belajar
3	Choirul44	Mending milih mainan yang lebih aman buat
4		bayi aja.

(See *apendix picture 4*)

Analysis:

ZaskiaAdya Mecca posted a status ” Ini diaaa @kidutoy stempat paling tepat buat belmainan!!! Ga sekedar mainan tapi juga belajar”. To respond the

statement Choirul gave a comment as written in line 3 which said “*Mending milih mainan yang lebih aman buat bayi aja*” or “*it’s better to choose the toys that safe for baby*”. It means that Choirul disagree with the product because in his opinion the toys that has been promote by Zaskia Adya Mecca didn’t safe enough for the baby, the material was danger for the baby. By that utterance he is performing the act of disagreeing, he disagree with recommendation toys from Zaskia Adya Mecca.

b. Criticizing

Datum 5

Line	Instagram User	Utterances
1	RAN	Product kemeja RA Jeans memang keren dan
2		banyak pilihannya, silahkan kunjungi
3		www.rajeans.co.id. Untuk pemesanan langsung
4		sms line
5	Putranaga	harusnya pemesanan juga bisa lewat wa atau sms
6		biasa

(See apendix picture 5)

Analysis:

Rajeans posted status about his products. Give the information about the variant of the product and how to order the product. To respond the statement Putranaga gave a comment as written in line 5 which said “*harusnya pemesanan juga bisa lewat wa atau sms biasa*” or in English “*the way to order should be from wa or sms*”. It means that Putranaga criticize about the method to order the product, because order method of the product only by line not others. It is not efficient because people rerey use line, most of people use media social such as BBM, whatsapp, imo to make

communication. So, it would be easier for ordering by them than line only.

By that utterance he is performing the act of criticizing.

Datum 6

Line	Instagram User	Utterances
1	NAT	#Repost @glennalinskie, The smile on my face
2		doesn't mean my life is perfect. it means i
3		appreciate what i have and what god has blessed me
4		with. Pesenan Masker @bio.kefir udah sampai
5		di tangan. Udah langganan banget dan selalu suka
6		sama maskernya. Wajah jadi bersih dan cerah,
7		pemakaian praktis. Ditunggu next ordernya aku lagi
8		ya #maskerkefir
9	GaluhPutra	sepertinya lebih cocok cewek yang make
10		kosmetik ini.

(See *apendix picture 6*)

Analysis:

Natashasahwilona reposted the product in order to make her follower interested with the product and buy the product. To respond the statement GaluhPutra gave a comment as written in line 9 which said “*sepertinya lebih cocok cewek yang make kosmetik ini*” or in English “*it seems suitable for the woman that use the cosmetic*”. It means that GaluhPutra criticize about the model that used the cosmetic for promotion, because the product is a mask and the model is Glen so it doesn’t match. The better model for a mask is actually woman not man. By that utterance he is performing the act of criticizing.

Datum 7

Line	Instagram User	Utterances
1	ZAM	Aaahhh nyari kalung dari 20ribuan tapi bagus ya di
2		@holaza.indosiihudah murah, reseller masi ada
3		disc 30% lagi coba!!! Whuooo , mnding jd reseller
4		Yah. Managed by @bff_management
5	Hardi24	Nggak cakep pake asesoris itu, makai yang model

6		biasa aja.
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(See apendix picture 7)

Analysis:

Zaskia Adya Mecca promoted the product with the good quality but with the cheap price. To respond the statement Hardi24 gave a comment as written in line 5 which said “*Nggak cakep pake asesoris itu, makai yang model biasa aja*” or “*not good for using that accessories, use the usual model*”. It means that Hardi24 criticize about the model of the necklace, he said that the necklace doesn’t suitable with her, because the necklace is full with ornament. He said that she more suitable with the simple necklace model than a lot of ornament. By that utterance he is performing the act of criticizing.

c. Accusing

Datum 8

Line	Instagram User	Utterances
1	RAN	Raffi Achmad is wearing RA Jeans white short.
2		Kemeja RA Jeans di atas bisa kalian dapatkan
3		www.rajeans.co.id. Untuk info dan variant
4		product lainnya silahkan kunjungi katalog
5	Kurnia0209	Kasep ih postingnya @rajeans_katalog

(See apendix picture 8)

Analysis :

RA Jeans online shop updated a status “Raffi Achmad is wearing RA Jeans white short, Kemeja RA Jeans di atas bisa kalian dapatkan www.rajeans.co.id.” He invited the beholder to see his catalog online shops. To respond the statement, Kurnia0209 gave comment as written inline 5 which said ‘*kasep ih postingnya*’, or in English “*late post*”. “*kasep ih postingnya*” is

the reason Kurnia to blame the account owner , the result that he was annoyed because he does not have time to order the product online, may he has been order to another online shop market. In that utterance he is performing the acts of accusing, he gave comment that noticing the addressee's made annoyed, he accusing and this statement is not satisfied.

d. Reminding

Datum 9

Line	Instagram User	Utterances
1	ZAM	Ini kacamata dari @gelorakaca lucu banget,
2		bikin kesan makin muda dan lebih stylish,
3		aku suka dengan beberapa variant lainnya.
4		Makasih @gelorakaca kirimannya.
5	Rahadi11	Ingat umur bia @Zaskiadyamecca

(See apendix picture 9)

Analysis :

Zaskia Adya Mecca updated a status about promoting product by Gelora Kaca one of glasses's store. She looks young and more stylish to use that glesses. To respondstatement Rahadi11 gave comment as written inline 5 which said '*Ingat umur*', or in English "*Remember the age*" it means that Rahadi realize Zaskia is old and not fit to be stylish like a young person. The result thathe dislike to look Zaskia to make cute glasses. So, in that utterance he is performing the acts of reminding section, he gave comment that noticing the addressee's dislike and this statement is not satisfied.

e. Apologizing

Datum 10

Line	Instagram User	Utterances
1	CO	Kacamata di sini korean style bgtdan bisa
2		dijadiin minus atau antiradiasi,
3		Nyaman untuk dipakai setiap hari .
4		Handled by @iconic_sister
5	<u>Rehanizs</u>	Maaf... Kurang pantes kacamatanya...

(See appendix picture 10)

Analysis :

Chelsea Olivia updated a status “Kacamata di sini korean style bgtdan bisa dijadiin minus atau antiradiasi, nyaman untuk dipakai setiap hari“. To respond to the statement, Rehanizs gave comment as written in line 5 saying “*Maaf... Kurang pantes kacamatanya*”, or “*Sorry... the glasses are not appropriate*”. It means that Rehanizs has apologized for telling the truth that he dislikes to see Chelsea wearing those glasses. He assumes that the glasses are not good enough to use. So, in that utterance he is performing the act of apologizing. He gave comment by using apology first although this statement is not satisfied.

f. Expressing Thanks

Datum 11

Line	Instagram User	Utterances
1	RAN	Crewneck dan celana denim RA Jeans diatas
2		bisa kalian dapatkan di Asia Plaza Tasikmalaya
3		web www.rajeans.co.id , Zalora, Lazada, Blibli.com
4		dan juga online order via WA/Line yg tercantum
5		pada bio @rajeansid
6	Bahtiar.L	Pesanannya kaos merah kemarin udah datang
7		it's okay , lumayan suka.

(See appendix picture 12)

Analysis :

RA Jeans online shop posted status his product, he gave information to the customer that the ordering of crewneck and pants can be through the address listed. Bahtiar.L. is someone who gives comment, he gave comment as written in line 6 saying “*Pesanannya kaos merah kemarin udah datang, it’s okay, lumayan suka.*” Or in English “*My red shirt came yesterday, it's okay, that is not bad.* It means that Bahtiar.L. likes the product, he felt not lied after ordering the shirt so he does not regret it. So, in that utterance he is performing the act of expressing thanks.

Datum 12

Line	Instagram User	Utterances
1	NAT	#Repost @rickyharun . Masker wajah favorit
2		@bio.kefir by@natashashawilona uda
3		langganan lebih dari setengah tahun.
4		cocok dikulit aku karna jadi bersih dan cerah
5		tanpa perlu facial, jerawat komedo kabuuur
6	Delon19	Makasih ya , maskernya udah nyampek
7		Dirumah

(See *apendix picture 12*)

Analysis :

Nathashawilona reposted from Rickyharun “Masker wajah favorit @bio.kefir by@natashashawilona uda langganan lebih dari setengah tahun, cocok dikulit aku karna jadi bersih dan cerah tanpa perlu facial, jerawat komedo kabuuur”. To respon the repost Delon19 gave comment as written in line 6 saying “*Makasih ya, maskernya udah nyampek dirumah*” Or in English “*Thanks, the mask has arrived at home*”. It means that Delon19 gave thanks to

RA jeans for sending what he ordered and he looks satisfied with the service. So, in that utterance he is performing the act of expressing thanks.

Datum 13

Line	Instagram User	Utterances
1	CO	Grand Opening of @semarangwifecake thank
2		you everyone who came for the Grand Opening
3		thank you those who loved the cake as much as
4		I loved making them
5	Declarhadi:	Trimakasih teh Chelsea, sudah mempercayai
6		kita warga semarang sebagai pencicip pertama
7		cakenya.

(See apendix picture 13)

Analysis :

Chelsea Olivia promoted his cake business product about grand opening of @semarangwifecakewhich took place in Semarang. Chelsea thanked to citizens who liked her prduct. To respon the promote Declarhadi gave comment as written on line 5 saying “*Terimakasih teh Chelsea, sudah mempercayai kita warga semarang sebagai pencicip pertama cakenya*” Or in English “*Thank you Chelsea, have trusted to people of Semarang as the first tasters of the cake*”. It means that Declarhadi very impressed with the confidence given by Chelsea and he thanked to her for this appreciation. So, in that utterance he is performing the act of expressing thanks.

Datum 14

Line	Instagram User	Utterances
1	RAN	Masih berlangsung RA Jeans RAMADHAN
2		PROMO!! Dapatkan discount sebesar 20%
3		untuk seluruh produk RA Jeans, dan 30%

4		untuk seri baju koko dan celana denim terbaru
5		dari RA Jeans!
6	Setyabudi	Makasih @rejeansid, motif bajunya sesuai sama
7		katalog asli.

(See apendix picture 14)

Analysis :

RA Jeans posted a status “Masih berlangsung RA Jeans RAMADHANPROMO!! Dapatkan discount sebesar 20% untuk seluruh produk RA Jeans, dan 30% untuk seri baju koko dan celana denim terbaru dari RA Jeans!”. Setyabudi gave comment as written in line 6 saying “*Makasih @rejeansid, motif bajunya sesuai sama katalog asli*” Or in English “*Thanks @rejeansid, the motif of the dress is same with the catalog*”. It means that Setyabudi gave thanks to RA jeans and he looks satisfied with the service. So, in that utterance he is performing the act of expressing thanks.

2. Face Threatening Acts performed by female instagram users

This study reveals that there are 13 Face Threatening Acts commonly performed by female instagram user: apologizing, congratulating, self-humiliating, expressing thanks, accepting thanks, criticizing, disagreeing, accusing, insulting, ordering, suggesting, reminding, and warning. Below are the analyses of those findings of face threatening acts which commonly performed by the instagram comment.

a. Criticizing

This data include in criticizing acts. Below are the analyses and descriptions.

Datum 15

Line	Instagram User	Utterances
1	NAT	Untuk menjaga kulit tetap lembab, kencang dan
2		elastic, rutin pakai masker @bio.kefir by
3		Natasha Wilona sehari 2x. Masker ini baik banget
4		untuk perawatan sehari-hari
5	Lichasjen	Kak , aku pesen bio kefir sudah 2 minggu lebih
6		nggak datang, padahal pengiriman sesama
7		Jakarta.

(See aappendix picture 15)

Analysis :

Natashashawilona online shoppromote the product online shopof Bio Kefir (make up foundation). She uses a make-up foundation out of Bio Kefir and she likes it and recommend to use the product. To respondthe statement, Lichasjen gave comment as written a comment inline 5 saying *‘aku pesen bio kefir sudah 2 minggu lebih nggak datang, padahal pengiriman sesame Jakarta’*, or *“I ordered bio kefir but it has been 2 weeks more has not come, whereas delivery between Jakarta only”* It means that Lichasjen gave criticism and protests to the account owner about what she expects has not been served well, andthat’s lie, she was disappointed because she order the product online, but during 2 weeks the product isn’t come. In that utterance she is performing the acts of criticizing, she gave comment that noticing the addressee’s is lie and this statement is not satisfied.

Datum 16

Line	Instagram User	Utterances
1	ZAM	Pagiiii dari jogja mau pulang ?
2		Bawain @mamahkejogja buat oleh2 deh
3		soalnya #istimewarasane
4	Sariprimesti	Para artis pada sibuk usaha kue, semoga makanan
5		khas dari daerah masing2 nggak tergeser

6		keberadaannya karena telah datangnya usaha
7		kue dari para artis.

(See apendix picture 16)

Analysis :

Zaskia Adya Mecca updatedstatus “Pagiiii dari jogja mau pulang? Bawain @mamahkejogja buat oleh2 deh. To respondthe statement, soalnya #istimewarasane”. Saripramesti gave comment as written a comment inline 4 saying ‘*Semoga makanan khas dari daerah masing-masing tidak tergeser keberadaannya karena telah datangnya usaha kue dari para artis*’, or in English “*Hopefully the typical food from each region is not shifted because of appearance business’s cake from the artist.*” It means that Saripramesti criticism and protests to the account owner about the expectation that the reality of product cake’s artist is very popular nowadays, and she hopes that it would not shifted the typical food. By that utterance she is performing the act of criticizing, she was disappointed and hoped that her opinion was right so this statement makes Zaskia Adya Mecca unsatisfied.

Datum 17

Line	Instagram User	Utterances
1	CO	You are every lovely word I could possibly think of
2		love. Selalu jadi kesukaan kita buat jalan bareng
3		pakai Bomber Jaket dari @thesilversky ! Bisa pake
4		inisial dan custom juga. Mereka produksi,tapi
5		kualitasnya oke dan nyaman dipakai, thanks ya.
6		@thesilversky. Handled by @iconic_sister
7	Fikanurlela	Ya ampuunn kak gleen keliat gemukan bgt ya, jadi
8		kurang pantes

(See apendix picture 17)

Analysis :

Chelsea Olivia promote the product of thesilversky. She wore a couple jacket with her husband,she liked and felt comfort to wear and she also

recommended it. Fikanurlela gave respond in a written inline 7 which said “*Ya ampuunn kak gleen keliat gemukan bgt ya, jadi kurang pantes*”, or “*Oh my God, Glen looks fatter, so that it is not appropriate* ” It means that Fikanurlela gave criticism to account owner that Glen is looks fatter, and Fikanurlela feels amazed about that. In that utterance she is performing the act of criticizing, and she gave comment that she don’t like with the style, so that she feels amazed and this statement is not satisfied.

Datum 18

Line	Instagram User	Utterances
1	ZAM	Ini tasbih dari @jualtasbihkristal masyaa Allah
2		deh bagus2 banget dari Swarovski, jadi pingin
3		di pake trus, dan keren banget juga buat hadiah
4		Managed by @laviniamanda.
5	<u>Fanyaryati</u>	Megang tasbihnya kok tangan kiiri sih??

(See *apendix picture 18*)

Analysis :

Zaskia Adya Mecca updated a status “Ini tasbih dari @jualtasbihkristal masyaa Allah deh bagus2 banget dari Swarovski, jadi pingin di pake trus, dan keren banget juga buat hadiah”. Fanyaryati gave comment in written inline 5 which said “*Megang tasbihnya kok tangan kiiri sih?*”, or in English “*Why you hold a tasbih by left hand?*” It means that Fanyaryati gave criticism to account owner that holding a tasbih by left hand is bad, she feels tasbih is special thing that must be reverence, and Fanyaryati ask about it. In that utterance she is performing the act of criticizing, and she gave comment that she don’t agree with the style, so that she felt disappointed and this statement is unsatisfied.

Datum 19

Line	Instagram User	Utterances
1	CO	The good life is one inspired by love and guided by
2		knowledge. Aku mau kasih #testim Marveloux nih,
3		puas banget sama Coco Clutch dari @marveloux_id
4		Handled by @iconic_sister
5	<u>Andieksun</u>	Ibu ibu gaul

(See *apendix picture 19*)

Analysis :

Chelsea Olivia promote the product of flaviniamanda that is online glasses shop. She use and like to this glasses. Andieksun gave respond in written in line 5 saying “*Ibu-ibu gaul?*” or in English “*Impressive mother*” It means that Andieksun gave criticism to Chelsea Olivia that Chelsea is an impressive mother, she like a young woman, but the reality she is a mother that has been child. In that utterance Andieksun was performing the act of criticizing and she gave comment that she don’t agree with Chelsea style, so that this statement made Chelsea Olivia unsatisfied.

b. Ordering

This data include in ordering acts. Below are the analyses and descriptions.

Datum 20

Line	Instagram User	Utterances
1	ZAM	Kalo bole jujur ini rasa @mamahkejogja favorit
2		choco banana , pas bikin tester ini langsung aku
3		minta setiap hari harus ada di rumah.
4		rasa lembut pas di gigit kriuk gituu dan pisangnya
5		fresh banget rasanya.
6	<u>Irvayantilenny</u>	Pengen nih coba, bisa pesan satu kirim ke
7		Jakarta?

(See *apendix picture 20*)

Analysis :

Zaskia Adya Mecca updated a status about her product online of cake. She said that she like her cake and it's recommended to all the follower. Irvayantilenny gave respond as written a comment inline 6 saying "*bisa pesan satu kirim ke Jakarta?*", or "*Can I order one and send it to Jakarta?*" the mean that Irvayantilenny was interested the product and ordered it to answer her curiosity, she want to taste this cake. So, that utterance she is performing the acts of ordering and she gave comment that noticing the addressee's is make her interest.

Datum 21

Line	Instagram User	Utterances
1	NAT	Buat kalian yg pengen punya kulit lembut, lembab
2		dan keliatan glowing, pake masker kefir deh!
3		Soalnya dia nge detox kulit bikin kulit jadi lebih
4		bersih & kinclong. Thank you @bio.kefir
5	Dessyoctavia	kak Natasha, apa bisa kirim di luar Negara?

(See apendix picture 21)

Analysis :

Natashashawilona promote her product online about mask @biokefir. She recommends beholder to use this mask that the results is satisfied. Besides that, Dessyoctavia gave comment as written inline 6 saying "*kak Natasha, apa bisa kirim di luar Negara?*", or in English "*Miss Natasha, Can be sent outside the State?*" the mean that Dessyoctavia was interested the product and she want to ordered bio kefir. So, the utterance performing the acts of ordering.

Datum 22

Line	Instagram User	Utterances
1	CO	Make Up Organizer Acrylic ini, aku order di
2		@glammy.house agar make up tertata lebih rapih
3		dan tersimpan dengan baik, kamu juga coba deh
4		pakai ini.. Recommended
5	Diandra.S	Aku mau pesen yang lebih besar dan lengkap,
6		ada nggak ya?

(See *apendix picture 22*)

Analysis :

Chelsea Olivia update status “Make up Organizer Acrylic ini, aku order di @glammy.house agar make up tertata lebih rapih dan tersimpan dengan baik, kamu juga coba deh pakai ini. Recommended”. Besides that, Diandra.S gave respond as written inline 6 saying “*Aku mau pesen yang lebih besar dan lengkap ada nggak ya?*”, or in English “*I want to order a bigger and more complete, is there or not?*” the mean that Diandra.S was interested the product and she want to ordered also. So, the utterance performing the acts of ordering.

Datum 23

Line	Instagram User	Utterances
1	RAN	Kaos RA Jeans diatas bisa kalian dapatkan di Asia
2		Plaza Tasikmalaya , web www.rajeans.co.id ,
3		Zalora, Lazada, Blibli.com dan juga online order
4		via WA/Line yg tercantum pada bio @rajeansid
5	Fiana.L	hai @rajeansid, aku pesen yang warna merah dong

(See *apendix picture 23*)

Analysis :

RA Jeans posted status “Kaos RA Jeans diatas bisa kalian dapatkan di Asia Plaza Tasikmalaya, web www.rajeans.co.id. Zalora, Lazada, Blibli.com

dan juga online order via WA/Line yg tercantum pada bio @rajeansid". To respon this statement, Fiana.L gave comment as written inline 6 saying "*hai @raejeansid, aku pesen yang warna merah dong*", or in English "*Hi @raejeansid, I ordered a red color*" the mean that Fiana.Lwants to buy that shirts so that she ordered it. So, the utterance performing the acts of ordering.

c. Reminding

Datum 24

Line	Instagram User	Utterances
1	ZAM	Kalo suka liat ig story ku pasti tau aku lg ketagihan
2		rantaiacamata dari @mouzaproject, abis
3		semenjak pake rantaiacamata langsung
4		tambah kece aja gituu
5	Sri_mulyani	Wkwkwk...nggak suka, kaya nekek, pakai
6		Kacamata yang biasa aja.

(See apendix picture 24)

Analysis :

Zaskia Adya Mecca promoting product by @mouzaproject one of glasses's store, She looks very enjoy to wear glasses with a chain model, because it makes the glasses save and awake. Beside that, Sri_mulyani gave comment as writteninline 5 saying"*Nggak suka,kaya nenek, pakai kacamata yang biasa aja*", or in English "*Do not like, like grandma, better wear the usual glasses* " It means that Sri_mulyani realize Zaskia is not proper to used the chain glasses, because it made her looked old and Sri_mulyani do not like Zaskia's style. So, in that utterance she is performing the acts of reminding and this statement is unsatisfied.

Datum 25

Line	Instagram User	Utterances
1	RAN	Long Sleeve RA Jeans diatas bisa kalian dapatkan
2		di @ramayanadeptstore , Asia Plaza Tasikmalaya,
3		web www.rajeans.co.id , Zalora, Lazada, Blibli.com
4		dan juga online order via WA/Line yg tercantum
5		pada bio@rajeansid
6	Aizy	jangan lupa kak, aku pesen 4 long sleeve dengan
7		ukuran yang sama

(See *apendix picture 25*)

Analysis :

RA Jeans promoting their product @rajeansid, they gave information to the beholder about long sleeve that can be order on address listed. Aizy gave give comment as written inline 5 saying "*Jangan lupa kak, aku pesen 4 long sleeve dengan ukuran yang sama*", or in English "*Don't forget bro, I order 4 long sleeves of the same size* ". It means that Aizy reminded the account owner's assistant to do not forget his long sleeve's order. So, in that utterance she is performing the acs of reminding.

Datum 26

Line	Instagram User	Utterances
1	ZAM	Duh alhamdulillah selalu kebantuuu bangett
2		sama @redoxonid badan jadi selalu seger rasanyaa .
3		nahhh besok udah mulai puasa niieh, jangan lupa
4		minum redoxon setiap abis sahur biar daya tahan
5		tubuh tetap terjaga saat puasa dan kebutuhan
6		vitamin c tubuh kita terpenuhi
7	Puspita R	Ingat bia, banyak mengkonsumsi itu juga kurang
		Baik

(See *apendix picture 26*)

Analysis :

Zaskia Adya Mecca posted “Duh alhamdulillah selalu kebantuuan bangettsama @redoxonid badan jadi selalu seger rasanya nahhh besok udah mulai puasa nihih, jangan lupaminum redoxon setiap abis sahur biar daya tahantubuh tetap terjaga saat puasa dan kebutuhanvitamin c tubuh kita terpenuhi”. Beside that, Puspita gave comment as written inline 5 saying “*Ingat bia, banyak mengkonsumsi itu juga kurang baik*”, or in English “*Remember bia, consuming a lot of it also not good*” It means that Puspita remind Zaskia Adya Mecca to not consume this product more, because it would have a bad effect. So, in that utterance she is performing the act of reminding and this statement made Zaskia unsatisfied.

3. Politeness Strategies performed by male instagram users

Politeness strategies are used to minimize the distance between speaker and hearer by expressing friendliness and solid interest in the hearer's need to be respected.

Based on theory in chapter II, According to Brown and Levinson there are two kinds of politeness strategy, the first is positive politeness strategies, second is negative politeness strategies. There are four kinds of positive politeness strategies, they noticing to the addressee's wants, using in group identity marker, be optimistic and including speaker and hearer in an activity. There are five kinds of negative politeness strategies, they conventional indirect, be pessimistic, minimizing the imposition, apologizing and impersonalizing.

Here the findings of positive and negative politeness strategy found by male user:

a. Using in group identity marker

Datum 27

Line	Instagram User	Utterances
1	RAN	Ini kaos lengan pendek favoritRafi Ahmad waktu
2		jam santai, kainnya anyes dan nggak mudah kusam
3		Pemesanan bisa langsung lihat katalog gan.
4	Donial	Waktu santai enakunya emang pake yang nyaman
5		ya bang.

(See aappendix picture 27)

Analysis :

RA Jeans online shop updated a status about their product. He wears a t-shirt out of RA Jeans and he feels comfortable so he likes it. To respond the statement, Donial gave comment as written a comment inline 4 saying ‘*Waktu santai enakunya emang pake yang nyaman ya bang?*’ or ‘*Relax time is easy to feel comfortable, it’s right bro?*’ that Donial’s mean is he called in a relaxed language to feel familiar and more enjoy with the call bro, That respon were good, he used this utterance to satisfy hearer’s desire to be right and build a close relationship between them. In that utterance Donial’s opinion perform positive politeness strategy with using in group identity marker.

Datum 28

Line	Instagram User	Utterances
1	RAN	Kaos RA Jeans seperti Nagita Slavina diatas bisa
2		kalian dapatkan di @ramyanadeptstoreAsia Plaza
3		Tasikmalaya , web www.rajeans.co.id
4	Adrian.N	Mbak, kaos yang warna hijaukemarin masih ada?

(See aappendix picture 29)

Analysis :

RA Jeans online shop updated a status “Kaos RA Jeans seperti Nagita Slavina diatas bisakalian dapatkan di @ramyanadeptstoreAsia PlazaTasikmalaya , web www.rajeans.co.id”. To respond the statement, Adrian.N gave comment as written a comment in line 4 saying “Mbak, kaos yang warna hijau kemarin masih ada?” or “*Sist, what green’s shirt yesterday is still available?*” that Adrian’s mean is he called in a relaxed language to feel familiar and more enjoy with the call sist/mbak, That respon were good, he used this utterance to build a close relationship between them. In that utterance Adrian’s opinion perform positive politeness strategy with using in group identity marker

Datum 29

Line	Instagram User	Utterances
1	NAT	#Repost @akupoppyMasker @bio.kefir by
2		Natasha Wilona, suka suka sukaaa, Lembut
3		di wajahhh..Makasiya sayang
4	Oktadewa	Ini masker apa hanya buat cewek mbak?

(See apendix picture 29)

Analysis :

Nathashashawilona online shop repost a status “Masker @bio.kefir by Natasha Wilona, suka suka sukaaa, Lembut di wajahhh..Makasi ya sayang”. To respond the statement, Oktadewa gave comment as written in line 4 saying “*Ini masker apa hanya buat cewek mbak?*” or “*What this mask only for girls miss?*” that Oktadewa’s mean is he called in a relaxed language to feel familiar by miss/mbak, That respon were good, he used this utterance to build a close

relationship between them. In that utterance Adrian's opinion perform positive politeness strategy with using in group identity marker.

Datum 30

Line	Instagram User	Utterances
1	RAN	Raffi Ahmad memakai salah satu koleksi celana
2		denim terbaru dari RA Jeans, and he looks great!
3	Andra17	Tambah keren aja bro

(See apendix picture 30)

Analysis :

JA Jeans online shop update status a status "Raffi Ahmad memakai salah satu koleksi celana denim terbaru dari RA Jeans, and he looks great! Andra17 gave comment as written inline 3 saying "Tambah keren aja bro?" or "more cool bro?" that Andra's mean is he called in a relaxed language to feel familiar by bro, That respon is good, he used this utterance to made a close relationship between them. In that utterance Andraperform positive politeness strategy with using in group identity marker.

b. Be optimistic

Datum 31

Line	Instagram User	Utterances
1	RAN	Aku lagi pakai celana baru dari product RAjeans
2		favoritku. Selalu suka sama koleksinya, anda mau?
3		Lihat katalog di @RAJeans.catalog.
4		Pemesanan bisa langsung lewat line.
5	Rio_da	Kirimkan katalog lengkapnyaya, aku rasa itu akan menguntungkan untuk bisnis baruku.

(See apendix picture 31)

Analysis :

RA Jeans online shop promotrehis product. The advertisement is Rafi Ahmad wearing new model pants from RA jeans, he always likes his collection and he recommend the enthusiasts to visit his catalog. To respondthstatement, Rio_da gave comment as written a comment inline 5 saying '*Kirimkan katalog lengkapnya ya, aku rasa itu akan menguntungkan untuk bisnis baruku.*'. or in English "*Send the full catalog, I think it would be profitable for my new business*" is show that Rio_dabelieves that it does not incriminate the @RAjeans, because Rio would open a new business, so he needs cooperation with the @RAjeans, and of course this would make a profit from both parties. In that utterance Rio's opinion performing positive politeness strategy be optimistic, because it shows the confidence of the commentator.

The researcher did not find any negative politeness strategy performed by male instagram users.

Here the findings of positive and negative politeness strategy found by female user:

4. Politeness Strategies performed by female instagram users

According to Brown and Levinson there are two kinds of politeness strategy, the first is positive politeness strategies, second is negative politeness strategies. There are four kinds of positive politeness strategies, they noticing to the addressee's wants, using in group identity marker, be optimistic and including speaker and hearer in an activity. There are five kinds of negative politeness strategies, they conventional indirect, be pessimistic, minimizing the

imposition, apologizing and impersonalizing. Below are the analyses of those findings of politeness which commonly performed by female instagram comment.

a. Noticing to the addressee's goods

This data include in criticizing acts. Below are the analyses and descriptions.

Datum 32

Line	Instagram User	Utterances
1	ZAM	Makasih pak Sut, di fotoin ootd #meccanism,
2		celana baru meccanism ini asli pewe banget
3		bisa buat nyantai juga.
4	Marinieuis0	Nah gitu dong Bia, celananya ngga
5		menggantung.

(See *apendix picture 32*)

Analysis :

Zaskia Adya Mecca updated a status about her product of meccanism. She wears a trousers out of meccanism, she feels comfortable and likes the product. To respond the statement, Marinieuis0 gave comment as written a comment inline 4 saying '**Nah gitu dong** Bia, celananya ngga menggantung, or in English "Well Bia, the pants do not hang" it means Marinieuis0 is she likes and agrees with what the account owner do, she uses the polite language and that's good, the trousers is't hang. So, that utterance is performing positive politeness strategy by noticing to the addressee's goods.

Datum 33

Line	Instagram User	Utterances
1	ZAM	Wake up every morning with the thought that
2		something wonderful is about to happen, Morning!
3		Outfit @biabyzaskiamecca #biabyzaskiamecca

4	Nurmata	Nah, Begitu terlihat lebih cantik bia
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(See apendix picture 33)

Analysis :

Zaskia Adya Mecca posted the product of bia by meccanism. She wears a outfit of bia by meccanism. To respond the statement, Nurmata gave comment as written a comment in line 4 which said “*Nah, Begitu terlihat cantik bia*” or in English “*Well, it looks beauty mom*” it means Nurmata likes and agrees with Zaskia do, she uses the polite language and that is good, the colour and model of outfit is beauty. So, that utterance is performing positive politeness by noticing to the addressee’s goods.

Datum 34

Line	Instagram User	Utterances
1	CO	Take time to enjoy the simple things in life
2		Walaupun modelnya simple, super loose tapi super
3		nyaman, tetep bikin aku keliatan effortlessly chic!
4		Check out dress yang super comfy ini dari
5		@nunathelabel
6	Alina_bia	Lebih cantik dengan pake itu

(See apendix picture 34)

Analysis:

Chelsea Olivia updated a status about the product of nunathelabel. She wears a dress of nunathelabel and she felt comfortable. To respond the statement, Alina_bia gave comment as written in line 6 which said “*Lebih cantik dengan pake itu*” or “*More beauty to wear it*” it means Alina_bia likes to Chelsea’s style, Alina_bia uses the polite language and that is good, the

style of dress is elegant. So, that utterance is performing positive politeness strategy of noticing to the addressee's goods.

Datum 35

Line	Instagram User	Utterances
1	CO	Gemes dgbucket boneka dan baju tidur @loolaabee
2		Modelnya lucu2 dan gak bakal bisa layu. Cocok
3		buat hadiah, souvenir, ultah, anniversary, dll.
4		Rose Ice Cream nya ini jg bisa buat home decor.
5		So cute.
6	Ayu_amarta	Kak Chelsea bagus bajunya, keliat lebih muda.

(See *apendix picture 35*)

Analysis:

Chelsea Olivia promote the product of loolaabee, that is online accessories shop and she wears a pejamas of loolaabee. Ayu_amarta gave comment as written in line 6 which said "*Kak Chelsea bagus bajunya, keliat lebih muda*" or in English "*Chelsea, your pejamas is good, seems younger*" it means Ayu_amarta likes to Chelsea's wear, Ayu_amarta uses the polite language and that is good, the style of Chelsea make her younger and Ayu_amarta likes to see her. So, that utterance is performing positive politeness by noticing to the addressee's goods, because she gave comment that noticing the addressee's goods, she likes with Chelsea.

Datum 36

Line	Instagram User	Utterances
1	ZAM	Weekend nya makin seger pake lipmatte blush
2		dari @zamcosmetics #zamsquad #zamcosmetics
3	Alisya23	Bia kelihat kembali muda

(See *apendix picture 36*)

Analysis:

Zaskia Adya Mecca updated a status “Weekend nya makin seger pake lipmatte blusdari @zamcosmetics #zamsquad #zamcosmetics”. To respond the statement Alisyia23 gave comment as written in line 3 saying “*Bia kelihat kembali muda*” or in English “*Mom, you are looks younger*” it means Alisyia23 likes to Zaskia’s use, Alisyia23 used the polite language and the make up of Zaskia is beauty and make her seems young , so that Alisyia23 likes to see her and that utterance is performing positive politeness strategy by noticing to the addressee’s goods, because she gave comment that noticing the addressee’s goods.

b. Using in group identity

Datum 37

Line	Instagram User	Utterances
1	NAT	#Repost@felicysangelista. Gak diraguin lagi,
2		masker kefir ter the best@bio.kefir Cuma dari
3		@natashawilona12bestie nya aku.
4	Clara_dv	Aku kemarin juga pake itu sist, rasanya nyaman ya,
5		bisa dijadikan langganan.

(See *apendix picture 37*)

Analysis :

Nathashawilona online shop repost a status about their product @biokefir mask. It told that bio kefir is the best mask. To respond the statement, Clara_dv gave comment as written inline 4 saying “*Aku kemarin juga pake itu sist, rasanya nyaman ya, bisa dijadikan langganan*” or “*I also use it for yesterday sist, it feels comfortable and it can be subscribed*” that Clara_dv mean is he called in a relaxed language to feel familiar and more enjoy with the

call sist, That respon were good, she used this utterance to satisfy hearer's desire to be right and build a close relationship between them. In that utterance Clara_dv opinion perform positive politeness strategy with using in group identity marker.

Datum 38

Line	Instagram User	Utterances
1	ZAM	Seharian ngurusin skolahannya anak2 dan selalu
2		nambah nyaman kalo pake #meccanism
3	Tyasdewi	apa sih resep awet muda mbak?

(See *aappendix picture 38*)

Analysis :

Zaskia Adya Mecca update a status "Seharian ngurusin skolahannya anak2 dan selalu nambah nyaman kalo pake #meccanism". To respond the statement, Tyasdewi gave comment as written inline 3 saying "*apa sih resep awet muda mbak?*" or in English "*What is the recipe to stay young miss?*" that Tyasdewi mean is she wanna called in a relaxed language to feel familiar with the call of miss, That respon were good, she used this utterance to satisfy hearer's desire to be right and made close relationship between them. In that utterance Tyasdewi opinion perform positive politeness strategy with using in group identity marker.

Datum 39

Line	Instagram User	Utterances
1	ZAM	@biabyzaskiamecca awalnya ku buat supaya
2		"zaskia" punya baju formal yang lebih rapi, karena
3		#meccanism bener2 baju hari2 yang nyantai banget
4		ya segini aja, pake bahannya yang beda bukan kaos
5		atau katun, tapi model2 dan cuttingan tetep edgy
6	Mamadian	model apapun tetep keren buk @zaskiadyamecca.

(See *apendix picture 39*)

Analysis :

Zaskia Adya Mecca update a status “@biabyzaskiameccaawalnya ku buat supaya"zaskia" punya baju formal yang lebih rapi, karena #meccanism bener2 baju hari2 yang nyantai banget ya segini aja, pake bahannya yang beda bukan kaosatau katun , tapi model2 dan cuttingan tetep edgy”. Mamadian gave comment as written inline 6 saying “*model apapun tetep keren buk @zaskiadyamecca*”or in English “*Keep cool for any model mom @zaskiadyamecca*” that Mamadian mean is she want to called in a intimate language to feel familiar with the call of buk/mom, and she used this utterance to satisfy hearer’s desire to be right and made close relationship between them. In that utterance Mamadian opinion perform positive politeness strategy with using in group identity marker.

Datum 40

Line	Instagram User	Utterances
1	CO	Falling in love with this bag from @yadiraolshop
2		this is one of my favourite brand. di @yadiraolshop
3		harga murah dan terjangkau #recommended
4	Mira_alhawwa	aku juga suka model tas kaya begitu teteh
5		@chelseaolivia

(See *apendix picture 40*)

Analysis :

Chelsea Olivia posted a status about bag in @yadiraolshopthat is her favorite brand. Mira_alhawwa gave respond as written inline 4 saying “aku juga suka model tas kaya begitu teteh@chelseaolivia”or in English “*I’m also like a bag model like that sist @chelseaolivia*” that Mira_alhawwa mean she

wanted to called in an intimate language to feel familiar with the call of sist, and she used this utterance to satisfy hearer's desire to be right and made close relationship between them. In that utterance Mira_alhawwa opinion perform positive politeness strategy with using in group identity marker.

The researcher did not find any negative politeness strategy performed by male instagram users.

The researcher concluded that: the first result of FTA: there are 14 male instagram users for performing face threatening acts, 12 female users instagram for performing face threatening acts. The second result is politeness strategies: there are 5 male instagram users performing politeness strategies with positive politeness, and 9 female instagram users do politeness strategies with positive politeness. Next, the researchers did not find any negative politeness on instagram users in commenting a status.

B. Discussion

In this study the researcher found that the instagram comment performed Face Threatening Acts, In this case, the positions were positioned by threatening addressee, it was happened because everyone has the basic desire or needs that they want to satisfy, so that was way the comment instagram were often threatened addressee's face rather than addressee because they wanted to satisfy their own face through threatening their addresser's face.

- a. 1. Face Threatening Acts performed by male and female instagram users

To answer the question number one, the researcher selected the theory of Brown and Levinson that it's reveals that there are 13 Face Threatening Acts commonly performed by male and female instagram user: apologizing, congratulating, self-humiliating, expressing thanks, accepting thanks, criticizing, disagreeing, accusing, insulting, ordering, suggesting, reminding, and warning.

Based on the finding, the researcher also concluded that FTA performed by male instagram users were disagreeing and expressing thanks. The politeness strategies performed by female instagram users were using group identity marker and noticing to the addressee's goods.

From that result the researcher concluded that male instagram users perform more FTAs than female, in other side female instagram users prefer performing positive politeness strategies in commenting status to male. It show that the finding in this researcher strengthen the result of previews study.

b.2. Politeness Strategies performed by male and female instargram users

To answer the question number two, the researcher selected the theory of Brown and Levinson that there are two kinds of politeness strategy, the first is positive politeness strategies, second is negative politeness strategies. There are four kinds of positive politeness strategies, they noticing to the addressee's wants, using in group identity marker, be optimistic and including speaker and hearer in an activity. There are five kinds of negative politeness strategies, they conventional indirect, be pessimistic, minimizing the imposition, apologizing and impersonalizing.

Based on the previous study, the first previous study of Salisa Maulidiyah, she wrote the thesis about Face Threatening Acts and Politeness strategy performed by debaters at debate.org website, the difference is on the field of the object research on the cyber world. Salisa's research in debate field which is occurred in cyber world that is debate.org without looking neither male nor female debaters. Here the researcher wanted to difference between male and female to how performance Face Threatening Act. The second of previous study, the thesis written by Ayu Tri Jayanti about Politeness Strategies performed by male and female facebook users that is the object of the research. While Ayu research about a communication in cyber world that is facebook, here the researcher research in one of the most famous communication in cyber world nowadays that called instagram.