



THESIS

AN ANALYSIS OF POLITENESS STRATEGIES USED BY NETIZENS IN THE COMMENTS ON THE YOUTUBE VIDEO: *BARACK OBAMA'S FULL SPEECH AT THE DNC* BY ABC NEWS

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

BY:

Zakia Hanifa Amatullah

2010014211014

ENGLISH DEPARTMENT

FACULTY OF HUMANITIES

UNIVERSITAS BUNG HATTA

2025



LEMBAR PENGESAHAN

Dinyatakan lulus setelah dipertahankan oleh Tim Penguji

Jurusan Sastra Inggris Fakultas Ilmu Budaya

Universitas Bung Hatta

Judul skripsi : An Analysis Of Politeness Strategies Used By Netizens In The
Comments On The YouTube Video: Barack Obama's Full Speech
At The DNC By ABC News

Nama Mahasiswa : Zakia Hanifa Amatullah

NPM : 2010014211014

Jurusan : Sastra Inggris

Fakultas : Ilmu Budaya

Padang, 12 September 2025

Tim Penguji

1. Dra. Nova Rina, M.Hum
2. Diana Chitra Hasan, M. Hum., M. Ed., Ph. D
3. Dr. Yusrita Yanti, S.S., M.Hum

Tanda Tangan

1.....

2.....

3.....

Diketahui Oleh:

Ketua Program Studi Sastra Inggris



Diana Chitra Hasan, M. Hum., M. Ed., Ph. D

Dra. Nova Rina, M.Hum



LEMBAR PERSETUJUAN

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Nama Mahasiswa : Zakia Hanifa Amatullah

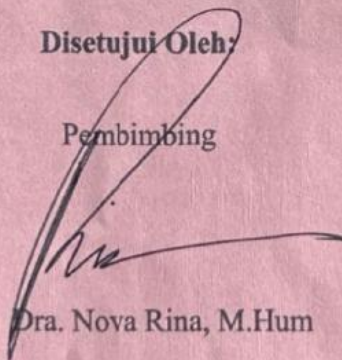
NPM : 2010014211014

Jurusan : Sastra Inggris

Fakultas : Ilmu Budaya


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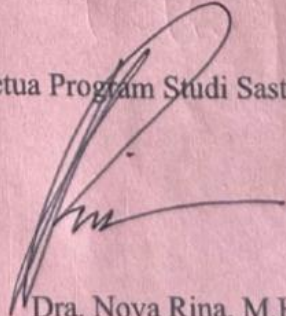

Dra. Nova Rina, M.Hum

Diketahui Oleh:



Dekan Fakultas Ilmu Budaya

Diana Citra Hasan, M. Hum., M. Ed., Ph. D

Ketua Program Studi Sastra Inggris


Dra. Nova Rina, M.Hum

ORIGINALITY STATEMENT

Zakia Hanifa Amatullah, I affirm that the materials and outcomes discussed in this thesis are entirely the product of my own effort, carried out under the guidance of Dra. Nova Rina, M.Hum. All data, analyses, and descriptions contained herein do not plagiarize research, theses, or other scientific works from Bung Hatta University or other institutions, unless clearly stated by citing the author's name and the original source. I have also never submitted this manuscript for a degree or diploma at any university. Except for those acknowledged as contributions from others, the entire idea, writing style, presentation, language choice, and intellectual aspects of this research are entirely my own responsibility and work.

Padang, 12 September 2025



Zakia Hanifa Amatullah

**AN ANALYSIS OF POLITENESS STRATEGIES USED BY NETIZENS IN
THE COMMENTS ON THE YOUTUBE VIDEO: *BARACK OBAMA'S*
FULL SPEECH AT THE DNC BY ABC NEWS**

Zakia Hanifa Amatullah¹, Nova Rina²

¹Student of English Department, Faculty of Humanities, Universitas Bung Hatta,

E-mail: zakiahanifaa15@gmail.com

²Lecturer of English Department, Faculty of Humanities, Universitas Bung Hatta,

E-mail: nova.rina007@mail.com

ABSTRACT

Language plays a very important role in building social relationships, one of which is the use of politeness strategies. These strategies appear in various situations, both spoken and written. This study aims to describe the types of politeness strategies and also identify the function of politeness strategies in the comments section of a video speech by Barack Obama. The writer analyzes sentences in the comments that contain politeness strategies from Barack Obama's video speech. This study uses a qualitative method with observation techniques, and the writer focuses on comments made in August till November 2024. This study uses Brown and Levinson's (1987) theory to identify types of politeness strategies and also uses Holmes (2013) to identify the function of politeness strategies. The results show that there are 80 data containing politeness strategies: 77 data contain positive politeness, 2 data contain Negative politeness, and 1 data contains Off record. In addition, the writer also found 4 functions in all of the data. 78 data contained expressive function, 10 data contained referential function, 3 data contained directive function, and 1 data contained poetic function. The results show that several data contain multiple functions at once. Positive politeness with strategies (exaggerate) was the most dominant in the comments column, and expressive function was also the most dominant in the comments column. Many netizens praised, expressed admiration, and appreciation for Barack Obama's speech skills and his former presidency.

Keywords: type of politeness strategies, function of politeness strategies, positive politeness

ACKNOWLEDGMENT

Praise be to Allah, the Lord of the Worlds. The author offers praise to Allah SWT for His abundant mercy, guidance, and providence, which enabled the writer to finally complete this thesis entitled “*An Analysis of Politeness Strategies Used by Netizens in the Comments on the YouTube Video: Barack Obama's Full Speech at the DNC by ABC.*” The writing of this thesis is one of the requirements for obtaining a Bachelor of Humanities degree in the English Literature Study Program, Faculty of Humanities, Universitas Bung Hatta.

The writer realizes that this work is far from perfect. There are still many shortcomings in both content and structure that may be found. On this occasion, the writer would like to express her deepest and sincerest gratitude to:

1. Dra. Nova Rina, M. Hum. as the supervisor of this thesis. She has patiently devoted her time, energy, and thoughts in guiding the author during the process of writing this work. Her guidance, direction, and motivation have greatly helped the author in enriching his knowledge and perfecting his writing. May all her dedication and sincerity be rewarded by Allah SWT.
2. Dr. Yusrita Yanti, M.Hum. as the examiner. She has provided constructive criticism, suggestions, and input during the examination and revision process of this work. Her sharp and objective views have greatly helped the author in improving the quality of the research. May all the knowledge and attention she has given be a valuable charity in the eyes of Allah SWT.

3. Diana Chitra Hasan, M. Hum., M.Ed., Ph.D. has always been an examiner. She has provided valuable advice, criticism, and recommendations for the improvement of this work. The advice and input provided have opened new insights for the author in developing the research. May all her kindness and sincerity always be rewarded by Allah SWT.
4. My beloved father, MON ELFI, thank you for always fighting for the author's life. He did not have the opportunity to attend college, but he was able to educate me, motivate me, provide support, and encouragement, and always teach me good things in my life so that I was able to complete my studies to a bachelor's degree. May you always be healthy and long-lived, for my father must always be there to support me in every struggle and achievement of my life.
5. My beloved mother, YULIDARTI, who has always been my encouragement and my strongest support in the harshness of the world. Who has never stopped giving affection with full love and always providing extraordinary motivation. Thank you for the prayers that are always given to me, thanks to your prayers and support, I can be at this point. May you always be healthy and long-lived because my mother must always be there in every struggle and achievement of my life.
6. To my beloved brothers, HIDAYATUL AZMI and ARIF, thank you for sacrificing your dreams to finance my education so that my dreams grow. Every drop of your sweat in earning a living is proof of priceless affection. My success today is thanks to your sacrifices.

7. All my beloved family, my younger brother, my grandmother, my aunt, and my uncle who always pray for me and love me sincerely.
8. To someone whose presence is no less important, DAFFI ZULFIKAR, thank you so much for being a part of my life journey. You have contributed so much to the writing of this paper, both in terms of energy, materials, and time. You have always supported me, comforted me, listened to my complaints, and witnessed every cry, so that I could complete this final assignment.

Finally, the writer hopes that this thesis will be beneficial, both as an additional insight and as a reference material for readers interested in linguistic studies, particularly regarding politeness strategies in communication. The author greatly appreciates any constructive criticism and suggestions for the improvement of future works.

Padang, September 12, 2025

Zakia Hanifa Amatullah

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CHAPTER I

INTRODUCTION

1.1 Background of The Research

The basic process in human life is the delivery of messages, ideas, information, emotions, or opinions, which is called communication. According to DeVito (2016) communication is the act or process of sending and receiving messages between two or more individuals to achieve a common understanding. DeVito (2016) also states that communication is important because it is the primary means by which humans interact and sustain life. There are two types of communication: verbal and non-verbal.

Communication forms a bridge for individuals and groups, allowing for effective social interaction. DeVito (2016) states that communication is an essential tool in building and maintaining relationships between individuals across a variety of social contexts. Various strategies can be used in the communication process to ensure effective interaction, such as direct, indirect, mixing, switching, verbal, nonverbal, and politeness. Each strategy will be chosen based on the context, the relationship between the speaker and the listener, and the purpose of the communication.

Many strategies can be employed in the communication process, and politeness is one of the most important. This strategy is particularly crucial in maintaining a balance between conveying a message and respecting the interlocutor's feelings, while also demonstrating concern for their need for social

acceptance. According to Brown & Levinson (1987), politeness strategies are used to convey certain messages or intentions to protect or minimize potential threats to the listener's face or self-image. Politeness is divided into two main forms: positive politeness and negative politeness. Both forms aim to maintain social balance in speech, but in different ways. Positive politeness emphasizes connection and solidarity, while negative politeness respects the freedom and autonomy of the interlocutor.

In daily communication, many public figures, including politicians such as Barack Obama, pay close attention to their use of language in public interactions. Public figures employ politeness strategies to maintain a positive image and good relations with their audience, especially in highly sensitive contexts such as speech in the front of people. However, politeness strategies are not only used by public figures or community leaders seeking to maintain their image and good relations with their audience, but are also increasingly adopted by the general public, including netizens across various digital platforms.

The development of technology and social media such as YouTube, Instagram, TikTok, Facebook, and others, the space for public interaction has become more open, and the entire community can provide comments, opinions, and views on news, entertainment content, or social issues that are currently being widely discussed. In this situation, a politeness strategy helps internet users communicate and convey messages in a polite and socially acceptable manner. By doing so, netizens can establish healthy relationships, reduce the likelihood of conflict, and ensure that their intentions are understood without causing discomfort.

In this study, the writer analyze the politeness strategies employed by netizens in the comment section of a YouTube video featuring a full speech delivered by former President Barack Obama at the Democratic National Convention (DNC) on August 20, 2024, in Canada. The writer is interested in analyze the politeness strategies found in the comment section because netizens' comments reflect the dynamics of modern communication, which is increasingly open and participatory in the digital space.

Additionally, the speech conducted with Barack Obama highlights the role of comments in shaping public opinion, strengthening solidarity, and fostering a healthy discussion environment. Many comments undoubtedly contain praise, expressions of solidarity, and friendly greetings. Analyzing politeness strategies can provide a deeper understanding of how the general public, particularly netizens, engage in digital public spaces and how they use language as a tool to express social attitudes. The writer is motivated and interested in conducting research entitled “*An analysis of politeness strategies used by netizens in the comments on the YouTube video: Barack Obama’s full speech at the DNC by ABC News.*”

1.2 Research Questions

To guide this research, the following research question is proposed:

- a. What are the types of politeness strategies used by netizens in the comments on the YouTube video ABC News with the title *Barack Obama’s full speech at the DNC*?

- b. What are the functions that influence the use of politeness strategies found in the YouTube video ABC News with the title *Barack Obama's full speech at the DNC*?

1.3 Purposes of The Research

Based on the background of the problems that have been made, this research has the objectives, namely:

- a. To find out the types of politeness strategies used by netizens in the comments on the YouTube video ABC News with the title *Barack Obama's full speech at the DNC*
- b. To find out the functions that influence the use of politeness strategies as found in the YouTube video ABC News with the title *Barack Obama's full speech at the DNC*

1.4 Limitation of The Research

Politeness strategies are divided into four types, namely Bald-on record, Positive Politeness, Negative Politeness, and Off-Record (Brown and Levinson, 1987). In this research, the writer analyzes all four types of politeness strategies used by netizens in the comment section on the YouTube video entitled *Barack Obama's full speech at the DNC* on the ABC News YouTube channel.

1.5 Significance of The Research

The writer hopes that the findings of this study can enhance readers' and researchers' understanding of the study of pragmatics, particularly the theory of politeness strategies. In this study, the writer seeks to show that applying politeness

strategies can significantly reduce threats to face (face-threatening actions) that can lead to misunderstandings in everyday communication.

Readers are expected to build wiser, polite, and empathic communication patterns by understanding the principles of politeness. This make social interactions more harmonious and avoid unnecessary verbal conflicts. The writer also hopes this study provide theoretical references and an overview of how positive politeness strategies are used in real-life situations. In addition, the writer hopes to inspire other researchers to conduct similar research with more diverse subjects and approaches. Thus, research on politeness strategies can continue to grow and offer extensive benefits in various fields, especially the field of education.