

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

In conclusion, the video of Barack Obama's speech at the DNC shows that many people appreciated Obama's style of speech, as evident in the video's comments section. Many commented positively upon watching the speech, and many also shared their opinions and assessments of Obama's performance during his presidency. The findings suggest that many netizens expressed their feelings, opinions, and appreciation through these comments. Based on the data, positive politeness was the most common strategy, although other strategies also emerged, such as "negative politeness," and "bald on record."

Of the 80 words found, the most dominant expressions of appreciation or praise were "*greatest speaker*," "*master of orator*," "*best speaker*," "*best president*," and "*greatest president*" This demonstrates the predominance of positive politeness in the majority of comments. Netizens' praise, admiration, and appreciation for Obama and his speech were evident in the comments, but there were also comments containing insults, comparisons, and other negative comments.

Furthermore, the results of this study demonstrate that even though comments are made in digital forums, which tend to be anonymous, politeness is still prioritized in conveying feelings and opinions. Thus, this study demonstrates that politeness remains an important component of communication, both in face-to-face interactions and through digital platforms or social media. Overall, this study

contributes to pragmatic research, particularly regarding politeness strategies in online communication by expressing admiration, like, respect, and appreciation in the comments section, demonstrating the importance of politeness in online communication.

## **5.2 Suggestion**

For future researchers, it is recommended to analyze other linguistic approaches, such as examining expressions in these comments, investigating the use of language between women and men, analyzing slang words, or analyzing figurative language, as the comments often express feelings for Barack Obama. Thus, the research will provide a broader understanding of linguistics in digital platforms. In addition, future researchers can analyze politeness strategies from various sources, such as videos of speeches by other public figures, or from movies, podcasts, interviews, or conversations between students at a university. By recognizing politeness strategies, researchers and readers can improve their knowledge when speaking so as not to cause problems or threats.

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