

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.

REFERENCES

- Allot, N. (2010). *Key Terms In Pragmatics*. Continuum International Publishing Group.
- Brown, P., & Levinson, S. C. (1987). *Politeness Some universals in language usage Studies in Interactional Sociolinguistics 4*. Cambridge: Cambridge University Press.
- Cutting, J. (2002). *Pragmatic and Discourse A resource book for students*. Routledge
- Crabtree, M. & Power, J. (1991). *Language Files : Materials for an Introduction to Language*. Ohio: Ohio State University Press.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- DeVito, J. A. (2016). *The Interpersonal Communication Book*. In *fourteenth edition* (14 edition). Pearson Education.
- Holmes, J. (2013). *An introduction to sociolinguistics*. London: Routledge
- Jakobson, R. (1960). "Linguistics and Poetics." In T. A. Sebeok (Ed.), *Style in Language* (pp. 350-377). Cambridge, MA: MIT Press.
- Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Mey, J. L. (2001). *Pragmatics An Introduction*. Oxford UK & Cambridge USA: Blackwell.
- Nasuli, P. A., Gustary, D. T., & Prasatyo, B. A. (2020). Politeness strategies in the 2020 Biden-Trump presidential debate: A pragmatic analysis. *Journal of Political Discourse Studies*, 15(3), 234-250

- Patton, M. Q. (2002). *Qualitative Research & Evaluation Methods* (3rd ed.). SAGE Publications.
- Salami, A. (2023). *An analysis of politeness strategies in La La Land movie*. Universitas Bung Hatta.
- Sari, Y. K. (2016). *An analysis of politeness strategy in Barack Obama's victory speech*. Unpublished thesis, English Letters Department, Letters and Humanities Faculty, State Islamic University (UIN) Syarif Hidayatullah Jakarta.
- Supriyanta, I. G. (2022). An analysis of politeness strategies used by Claire Peterson in the movie *The Boy Next Door*. Universitas Sarjanawiyata Tamansiswa
- Wahyudiantari, N. W. P. (2022). *An analysis of politeness strategies used by fifth semester students at UNDIKMA*. Unpublished thesis, Universitas Pendidikan Mandalika
- Yule, G. (1996). *Pragmatics*. Oxford University Press.