

AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN YOUTUBE COMMENTS ON *BBC NEWS* OF KATE'S CANCER ANNOUNCEMENT

Faras Xyuni¹, Yusrita Yanti²

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

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

e-mail: farasxyuni04@gmail.com

yusrita.yanti@bunghatta.ac.id

ABSTRACT

This research examines positive politeness strategies in video YouTube comments on BBC news of Kate's cancer announcement. This research aims to find the positive politeness strategies related according to Brown and Levinson in video YouTube comments. This research deals with a pragmatic approach. The method used is qualitative. The writers found 52 data analyze and the writer describes the data according to the point of positive politeness strategies, namely (1) Notice, (2) Exaggerate, (3) Use in-group identity markers, (4) Seek agreement, (5) Show the knowledge and concern, and (6) Giving and asking for a reason. In addition, the writers found three functions of positive politeness strategies, namely (1) Expressive function, (2) Referential function, and (3) Phatic function. Then, the writer found positive politeness strategies in the form of notice and phatic function that are mostly found in the comment.

Keywords: *pragmatic, positive politeness strategy, the function of positive politeness strategy.*

INTRODUCTION

Communication is very important in society, especially in our daily lives today. Communication is not only direct but can also be done over long distances such as social media, emerging as a consequence of the rapid progress of information and communication technology. Social media are transforming the global and societal transmission of knowledge. Through the development of mobile technology, blogging, social networking sites, and media sharing are growing quickly [1]. Communication develops the effect of a difference between the content's informative value and the motivations behind its utterance [2]. Therefore, content distributors try to create creative and innovative ideas and can also see how the response is to users, both positive and negative, one of which is politeness strategies responses in looking at user responses to express politeness or communication manners in responses to YouTube content. Politeness strategies are used in conveying messages to save the listener's face when the speech can threaten unwanted

faces and can also generate good respect [3]. Communication strategies consist of four types, namely (1) Bald-on Record, (2) Positive Politeness, (3) Negative Politeness, (4) Bald off record.

In conveying a message through words, several people must have different functions in conveying the message. There are 6 functions that can be used, namely (1) Expressive function, (2) Directive function, (3) Referential function, (4) Metalinguistic function, (5) Poetic function, (6) Phatic function [4].

In this research, the writer analyzed positive politeness strategies in the comments of the YouTube channel "BBC NEWS" about Princess Catherine suffering from cancer which invited many responses from commenters. This news went viral in March 2024 on all social media including YouTube. Princess Catherine commonly known as Princess Kate admitted that she was suffering from cancer and was undergoing initial treatment and chemotherapy to prevent cancer. After Princess Kate's announcement regarding her illness, many social media accounts

made news about Princess Kate, one of which was a YouTube video uploaded by BBC NEWS.

The purposes of this research are to identify the types of positive politeness strategies in the comments section and describe the function of positive politeness strategies as found in YouTube comments BBC NEWS on Kate's cancer announcement.

METHOD

In this research, the writer used qualitative methods in collecting and analyzing data. Qualitative methods are reviewed to understand a problem, and how a community or individual perceives the problem [5]. This research used observation techniques. The observation method is a data collection technique accompanied by notes on the condition or target object [6]. The writer uses the following steps (1) Observe all the words, (2) Read the comment, (3) Make a note, (4) Classification of positive politeness strategies.

The data from this research was taken from YouTube comments. Data taken from YouTube video comments as the primary data in this research YouTube comments BBC NEWS on Kate's cancer announcement entitled "King Charles offers support to Kate after cancer Announcement" which was uploaded on March 23 2024 with a duration of 5 minutes. This YouTube channel provides information and news in the form of Health, Education, sports, politics, and others. This video went viral in March 2024 because Princess Catherine commonly known as Princess Kate gave the announcement that she was suffering from cancer and was undergoing initial treatment and chemotherapy to prevent cancer.

FINDINGS AND DISCUSSION

The writers found there are 52 data of positive politeness strategies in YouTube comments. From 52 data that have been found, the writers found 36 data of Notice, 4 data of Exaggerate, 3 data of use in-group identity markers, 2 data of Seek agreement, 6 data of Show the knowledge and concern, and 1 data of Giving and asking for a reason.

In addition, the writer also found the function of Positive politeness strategies. From 52 data that were collected, the writer found 10 data of Expressive, 6 data of Referential, and 36 data of Phatic from the YouTube comment of BBC NEWS about Kate's Cancer Announcement.

1. Positive Politeness Strategies

A. Notice

From 52 data, the writer found 36 data of notice. The writer describes some of the data that have been found below:

@michealcurrie8272: *"Get well soon, Kate"*

This comment shows a positive politeness strategy in the form of notice. The commenter showed concern for Kate's health and well-being. This comment indicates that the commenter cares and wishes Kate the best. The commenter builds solidarity and closer ties with Kate by offering hope for Princess Kate's recovery. This comment also indicates that the commenter supports and cares about Kate.

B. Exaggerate

From 52 data, the writer found 4 data of exaggerate. The writer describes some of the data that have been found below:

@hannanowakowska2247: *"Great, dignified, wonderful, and brave Princess."*

This comment refers to positive politeness strategy in the form of exaggerate. Based on the comment the commenter shows very strong compliments for Princess Kate to give high respect and great appreciation to Princess Kate. In this case, the commenter wants to strengthen social relationships with Princess Kate. The commenter creates a positive and pleasant condition in the interaction.

C. Use in-group identity markers

From 52 data, the writer found 3 data of Use in-group identity markers. The writer describes some of the data that have been found below:

@user-yb3ct8pf3x: *"hope you recover soon dear princess"*

This comment refers to a positive politeness strategy in the form of Use in-group identity markers. Based on the comment the commenter give a respectful and full of love with greeting, and shows a good relationship. With the word "dear" showing affection, the word "dear" shows that the commenter thinks has a close relationship with Princess Kate. These comments help strengthen social relations and make social distance closer.

D. Seek Agreement

From 52 data, the writer found 2 data of seek agreement. The writer describes some of the data that have been found below:

@Psmith-ek5hq: *"How can it "preventative" is she already has it?"*

This comment refers to a positive politeness strategy in the form of seek agreement. Based on the comment the commenter seek agreement about the question by saying "is she already has it". The commenter stated that Princess Kate had surgery in January and found cancer and chemotherapy was the way to recover. This statement makes the commenter ask questions to confirm the commenter's doubts and seek agreement regarding the commenter's doubts.

E. Show the knowledge and concern

From 52 data, the writer found 6 data of Show the knowledge and concern . The writer describes some of the data that have been found below:

@TatvaFacts: *"Cancer is not the end of the world, and am living proof. Respect every person and their privacy, it can affect anybody, just leave them alone."*

This comment refers to positive politeness strategy in the form of Show the knowledge and concern. Based on the comment " Cancer is not the end of the world, and am living proof." The commenter knows that cancer is dangerous, but cancer is not the end of everything because it is generally stated that cancer is a very dangerous disease. With the experience that the commenter has faced, the commenter knows that cancer can be cured with proof that the commenter is still alive even though had cancer.

F. Giving and asking for Reason

From 52 data, the writer found 1 data of Giving and asking for reason. The writer describes some of the data that have been found below:

@dianaleblanc7193 : *"Kate, I wish you nothing but the best! I hope everything works out for you! I must say, the chemo is just as bad as the cancer! I recommend you look for a natural*

treatment! God bless you and your beautiful family!"

This comment refers to positive politeness strategy in the form of Giving and Asking for Reason. Based on the comment the commenter gave clear reasons for the suggestion given by the commenter. The commenter said that chemotherapy is as bad as cancer, the commenter showed concern and empathy for Princess Kate's condition. This comment reflects an attempt to establish a positive relationship with Princess Kate through understanding and support.

2. The Function of Positive Politeness Strategies

A. Expressive function

From 52 data, the writer found 10 data of expressive function. The writer describes some of the data that have been found below:

@malachizarathustra7301: *"sad. She seems like a nice person"*

This comment refers to expressive function because the comment shows the emotion of sadness by using the word "sad". The commenter clearly shows the commenter's feelings of sadness and personal assessment of Princess Kate who has cancer. So the commenter uses the expressive function to communicate individual feelings and attitudes.

B. Phatic Function

From 56 data, the writer found 36 data of phatic function. The writer describes some of the data that have been found below:

@user-ou3zg2ll9w: *"God bless Princess of Wales, we love and support you"*

This comment refers to phatic function because, the commenter make strengthen social relationships between the commenter and influencer by conveying concern, support, and solidarity, all of which aim to create a sense of togetherness and emotional connection.

C. Referential Function

From 56 data, the writer found 6 data of referential function. The writer describes some of the data that have been found below:

@nicolerosenah933: *“pls continue with all treatments. I am free cancer 2 years 4 months.*

This comment refers to referential function because the commenter provides information about how long the commenter has been free from cancer, namely 2 years and 4 months. This comment gives objective information .

CONCLUSION AND SUGGESTION

In conclusion, the case that Kate's Cancer Announcement presents many positive politeness strategies such as giving praise, expressing hopes and prayers, and giving advice. The findings of this research show the importance of positive politeness strategies in building solidarity and support in online communities such as YouTube comments.

The writer suggests for future research to study all politeness strategies, such as negative politeness strategies and positive politeness strategies to know how people interact each other politely. In addition, many linguistic aspects can be used as guidelines for analyzing this announcement, such as language style, expressions of sadness and empathy, and implied meaning. Analysis of positive politeness strategies may also be done from a variety of sources, including movies, talk shows, and debates.

ACKNOWLEDGMENTS

The writer expresses deep gratitude to my supervisor Dr. Yusrita Yanti, M.Hum, for guiding me and being patient in completing my thesis. I realized that I was lucky that you were my supervisor to guide my research. Furthermore, the deepest gratitude to all examiners, Diana Chitra Hasan, M.Hum., M. Ed, Ph.D and Dra. Nova Rina, M.Hum, who gave me support and suggestions that gave me good ideas and new knowledge to improve my thesis.

REFERENCES

- [1] Mayfiel, T. D. (2009). A Commander's Strategy for Social Media. *Wordpress.Com*, 1–106. Retrieved from <http://dimosiografos.wordpress.com/2009/11/21/κ οινωνικά-δίκτυα-social-media/>
- [2] Luhman, N. (1984). What is communication?. *Education + Training*, 26(2), 50–51. <https://doi.org/10.1108/eb017005>
- [3] Brown, P., & Levinson, S. C. (n.d.). *Politeness Some universals in language usage Studies in Interactional Sociolinguistics* 4. Cambridge: Cambridge University Press.
- [4] Holmes, J. (2013). *An introduction to sociolinguistics*. London: Routledge. DeVito, J. A. 2016. *The Interpersonal Communication Book (14 th ed)*. New Jersey: Pearson Education.
- [5] McCusker, K., & Gunaydin, S. (2015). Research using qualitative, quantitative, or mixed methods and choice based on the research. *Perfusion*. DOI: 10.1177/0267659114559116.
- [6] Moleong, L. J. (2006). *Meledalog Penelitian Kualitatif*. Bandung: Remaja rosdakaryaParrott, W. G. 2001. *Emotions in Social Psychology: Essential Readings*. Psychology Press.