

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

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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

ABSTRAK

Bahasa memainkan peran yang sangat penting dalam membangun hubungan sosial, salah satunya adalah penggunaan strategi kesantunan. Strategi-strategi ini muncul dalam berbagai situasi, baik lisan maupun tertulis. Penelitian ini bertujuan untuk mendeskripsikan jenis-jenis strategi kesantunan dan juga mengidentifikasi fungsi strategi kesantunan dalam kolom komentar pidato video Barack Obama. Penulis menganalisis kalimat-kalimat dalam kolom komentar yang mengandung strategi kesantunan dari pidato video Barack Obama. Penelitian

ini menggunakan metode kualitatif dengan teknik observasi, dan penulis berfokus pada komentar-komentar yang dibuat pada bulan Agustus hingga November 2024. Penelitian ini menggunakan teori Brown dan Levinson (1987) untuk mengidentifikasi jenis-jenis strategi kesantunan dan juga menggunakan teori Holmes (2013) untuk mengidentifikasi fungsi strategi kesantunan. Hasil penelitian menunjukkan bahwa terdapat 80 data yang mengandung strategi kesantunan: 77 data mengandung kesantunan positif, 2 data mengandung kesantunan negatif, dan 1 data mengandung Off record. Selain itu, penulis juga menemukan 4 fungsi dalam semua data tersebut. Sebanyak 78 data mengandung fungsi ekspresif, 10 data mengandung fungsi referensial, 3 data mengandung fungsi direktif, dan 1 data mengandung fungsi puitis. Hasil penelitian menunjukkan bahwa beberapa data mengandung beberapa fungsi sekaligus. Kesopanan positif dengan strategi (melebih-lebihkan) paling dominan di kolom komentar, dan fungsi ekspresif juga paling dominan di kolom komentar. Banyak netizen yang memuji, mengungkapkan kekaguman, dan apresiasi atas kemampuan berpidato Barack Obama dan mantan presidennya..

Kata kunci: jenis strategi kesantunan, fungsi strategi kesantunan, kesantunan positif

INTRODUCTION

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. Various strategies can be used in the communication process to ensure effective interaction, such as direct, indirect, mixing, switching, verbal, nonverbal, and politeness. Many strategies can be used in the communication process. Politeness is one of the most important communication strategies, especially in maintaining a balance between conveying a message and maintaining the feelings of the interlocutor and showing that the interlocutor is concerned about 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. 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. However, politeness strategies are not only used by public figures or community but are also increasingly adopted by the general public, including netizens across various digital platforms.

With 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 study, the writer analyzes the politeness strategies and the function of 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.

LITERATURE REVIEW

Pragmatics is a branch of linguistics that studies the meaning of words and sentences in specific contexts. Yule (1996), states that pragmatics focuses on how situations, environments, and social variables affect the meaning of language. Levinson (1983, p.6) states that pragmatics is the study of the principles that explain why a set of sentences may be considered strange or impossible to utter. The field focuses on explaining why certain sentences are considered unusual or nonsensical in certain contexts.

In linguistics, the politeness principle is a way of communicating that aims to show respect and courtesy and maintain harmony in social interactions. According to Brown and Levinson (1987) the principle of politeness is a communication strategy used to maintain one's face or self-esteem in social interaction. Politeness is a term that refers to the way a person interacts with social situations by considering the norms and principles held by society. Politeness strategies are ways that individuals use in communication to show respect and maintain social relationships. Politeness strategies are an important element in effective communication. Brown and Levinson (1987, p. 92) summarize politeness strategies in four categories: Bald-On record, Positive Politeness, Negative Politeness, and Bald-Off record as described below:

a. Bald-On Record

According to Brown and Levinson (1987, p.95) using direct language with no attempt to reduce the impact of the statement is also called the Bald-On Record in politeness strategy. This strategy is very clear, to the point, and direct in speaking. In this strategy, the speaker conveys the message directly and openly without trying to reduce or soften the impact of what is conveyed. The message is delivered as it is, without any additional politeness frills to avoid discomfort or tension. There are two strategies or types of Bald on Record, there are: 1. Cases of non-minimization of the face threat. 2. Cases of FTA-oriented Bald-on Record usage.

b. Positive Politeness

Positive Politeness is one of the politeness strategies that aims to show respect and familiarity in interactions. Brown and Levinson (1987, p. 101) mention that this strategy is used to strengthen social relationships, show attention to the interlocutor, and create a warm and friendly atmosphere. By using this strategy, a person tries to create a good relationship and recognize the existence of others in the interaction. According to them, there are fifteen strategies of positive politeness. There are : (1) Notice, attend to hearer (his interests, wants, needs, goods); (2) Exaggerate (interest, approval, sympathy with the hearer); (3) Intensify interest to the hearer; (4) Use in-group identity markers; (5) Seek Agreement; (6) Avoid disagreement; (7) Presuppose/raise/assert common ground; (8) Joke; (9) Assert or presuppose speaker knowledge of and concern for hearers wants; (10) Offer, promise; (11) Be optimistic; (12) Include both speaker and hearer in the activity; (13) Give (or ask for) reasons; (14) Assume or assert reciprocity; (15) Give gifts to hearer goods, sympathy, understanding, and cooperation.

c. Negative Politeness

According to Brown and Levinson (1987, p. 129), negative politeness is one of the politeness strategies that aims to appreciate and respect the freedom and autonomy of the interlocutor. In this strategy, the speaker tries to reduce potential interference with the interlocutor's freedom

by being careful, considerate, and not imposing. According to them, there are ten types or strategies from negative politeness strategy, there are : (1). Be conventionally indirect; (2) Question, hedge; (3) Be pessimistic; (4) Minimize the imposition; (5) Give deference; (6) Apologize; (7) Impersonalize S and H; (8) State the FTA as a general rule; (9) Nominalize; (10) Go on record as incurring a debt, or as not indebted hearer

d. Bald-off Record

According to Brown and Levinson (1987, p. 211), bald-off Record is a politeness strategy that aims to avoid direct responsibility for a statement or request. In this strategy, the speaker conveys the message indirectly or implicitly, allowing the interlocutor to interpret the intent without any pressure to respond specifically. In other words, a bald-off record uses vague or implied communication techniques and leaves the interlocutor free to respond or ignore the message. There are 15 strategies off the record with the example according to Brown and Levinson (1987), namely: (1) Give hints; (2) Give association clues; (3) Presuppose; (4) Understate; (5) Overstate; (6) Use tautologies; (7) Use contradictions; (8) Be ironic; (9) Use metaphors; (10) Use rhetorical questions; (11) Be ambiguous; (12) Be vague; (13) Over-generalize; (14) Displace H; (15) Be incomplete.

In speaking, function refers to the purpose or intent of an utterance or sentence. Whenever someone speaks, there is a certain intention that they want to achieve, either explicitly (clear and direct) or implicitly (implied). Functions in speech help to understand what the speaker wants to convey, which can vary depending on the context and purpose of the communication. According to Holmes (2013), function refers to the goal or intent that speakers seek to achieve when communicating. Holmes categorizes various types of functions, and the following is a classification of these types of functions according to Holmes:

- A. Expressive utterances: This function aims to express or convey the speaker's feelings and emotions when communicating.
- B. Directive utterances: This function is used by the speaker when he wants to ask or direct the interlocutor to act, this can be through an order, request, invitation or suggestion.
- C. Referential utterances: This function is used by speakers when conveying information, a fact or knowledge about something to the interlocutor.
- D. Metalinguistic utterances: This function is used by speakers when speaking, explaining, or comment the language itself.
- E. Poetic utterances: This function emphasizes the beauty, form, use and play of words in language when communicating.
- F. Phatic utterances: This function is used by speakers to build or express solidarity, maintain relationships and also strengthen social relations between speakers and their interlocutors.

RESEARCH METHOD

In this research, the writer used a descriptive qualitative method approach. Qualitative techniques in research produce descriptive data in the form of words rather than statistics. Qualitative research uses methods such as text analysis, observation, and interviews to gain a

thorough understanding of the research to be conducted. Creswell (2013) states that qualitative research is a type of research that aims to find out how a person or group affects certain social problems or phenomena. The main data of this research is the comments by netizens on the YouTube video. This full speech video comes from the ABC News YouTube Channel with the title “*Barack Obama’s full speech at the DNC*”. This YouTube video is 36:07 minutes long and was uploaded on August 21, 2024. As of July 28, 2025, this video has reached 4 million views, there are 72,000 likes, and 13,200 comments on it. In this research, all comments included in the research sample data were limited to those published during August till november 2024.

The writer used observation and documentation as data collection methods in this research. The writer will find and highlight any sentences that use politeness strategies based on the theory proposed by Brown and Levinson (1987) and Holmes (2013). Screenshots of the comments will be taken once the data is identified and the netizens' sentences are discussed. Then, the writer will proceed by examining the various politeness strategies and their functions after collecting the data. After the data has been collected and identified, the writer follows a systematic procedure in analyzing the data, which includes the following steps:

1. After the data is collected, the writer will mark the data and also underline every sentence or word that shows the politeness strategy from the comments.
2. Next, the data identified as containing politeness strategies will be categorized according to the types of politeness strategies as outlined in Brown and Levinson’s (1987) theory.
3. After that, the data identified as containing politeness strategies will be categorized according to the functions that influence the use of politeness strategies as outlined in Holmes’ (2013) theory.
4. Last, the writer presents a detailed explanation of the analysis results descriptively, providing interpretations based on the relevant theoretical framework.

FINDINGS AND DISCUSSION

The writer found many comments containing politeness strategies. All types of politeness strategies were found. 1. Positive politeness (with strategies such as *exaggeration, intensify interest to the hearer, use in-group identity markers, presuppose/raise/assert common ground, be optimistic, give gifts to the hearer*), 2. Negative politeness (with strategy: *question hedge*), 3. Bald-on record. The writer also found and identified the functions of politeness strategies from the data collected. Of the six functions proposed by Holmes, only four functions that found in this research: *expressive, referential, directive, and poetic*. Below, we explain some of the data for each function. The writer will show and explain some of the data that has been found below:

Data 1



@muzza1sam165 11 bulan yang lalu

There is absolutely no president with the intellectual prowess of Barack Obama. He is, without a doubt, the greatest orator I have ever heard in my lifetime.

Terjemahkan ke bahasa Indonesia

*“There is absolutely no president with the intellectual prowess of Barack Obama. He is, without a doubt, **the greatest orator I have ever heard in my lifetime.**”*

a. Type of politeness strategy

The **positive politeness strategy of exaggerate is evident** in data 1. The commenter shows admiration for Obama in this comment, and the sentence uses hyperbolic expressions such as the sentence, "**the greatest orator I have ever heard in my lifetime.**" To show the deep admiration for the former president, the statement clearly shows exaggerated praise and appreciation. By using this exaggeration strategy, the speaker shows admiration for Obama's intellect and rhetoric and creates a positive atmosphere in the comment section. In addition, this positive comment creates a bond with other audiences who really admire Barack Obama.

b. The function of politeness strategy

Because the phrase "**the greatest orator I have ever heard in my lifetime**" indicates the commenter's profound admiration for Barack Obama's rhetorical abilities, this comment serves an **expressive function**. This phrase is an emotional reflection that emphasizes respect and appreciation for the commenter rather than simply a rational judgment. Therefore, this comment is used to express genuine admiration and respect for Obama's oratory skills.

Data 2



@kienvo 11 bulan yang lalu

It's really a pleasure to watch the Obamas's speeches again. No more Donald Trump!
We need to elect an adult to be president.

*“**It's really a pleasure** to watch the Obamas's speeches again. No more Donald Trump! We need to elect an adult to be president.”*

a. Type of politeness strategy

This netizen's comment falls under the **positive politeness strategy of intensify interest**. To make a conversation more interesting, lively, and memorable for the other person, this strategy is known as Intensifying Interest to Hearer. In this comment, the commenter demonstrates the admiration for Barack Obama, the use of the phrase "**It's really a pleasure**" emphasizes the commenter's enjoyment and interest in Obama and adds to the emotional appeal of the comment. With this expression, both the commenter and the reader feel enthusiastic. This style of delivery allows the commenter to capture the reader's attention, affirm their political beliefs, and create a bond with the netizen. Therefore, this comment falls under the positive politeness strategy of intensify interest, as the essence of this strategy is to make communication more engaging, expressive, and emotionally engaging for the other commenter.

b. The function of politeness strategy

Because this comment serves an **expressive function**, the phrase "**It's really a pleasure**" directly conveys the commenter's feelings of pleasure and excitement upon re-watching Obama's speech. This sentence is an emotional expression that demonstrates the speaker's

positive appreciation for the experience of watching the speech, not just a factual statement. Therefore, this comment is used to express the commenter's satisfaction and appreciation for Barack Obama.

Data 3



@MrPat3715 11 bulan yang lalu

As an English man, from across the pond, Now that was a proper speech to the American citizens, and Across the world too, No bumbling stuttering, unintelligible and sarcastic takedowns of other people's lives or actions, Just honest strong direct honesty towards the American public, and nation. Very well said and projected towards the nation and its citizens, Bravo Mr Obama, and Michelle earlier also.. Vote Blue all you can do, It will be worth it....

“As an English man, from across the pond, Now that was a proper speech to the American citizens, and Across the world too, No bumbling stuttering, unintelligible and sarcastic takedowns of other people's lives or actions, Just honest strong direct honesty towards the American public, and nation. Very well said and projected towards the nation and its citizens, Bravo Mr Obama, and Michelle earlier also.. Vote Blue all you can do, It will be worth it....”

a. Type of politeness strategy

This comment includes a **positive politeness strategy with the strategy: use in-group identity markers**. Through this strategy, the speaker attempts to create a sense of belonging and increase intimacy with the interlocutor. In this comment, the commenter mentions identity, but then praises Obama, aligning himself with the American commenter by saying that his speech was addressed **“to the American citizens, and across the world too.”** This shows an attempt to include himself in the same group despite coming from another country. In this way, the speaker shows emotional closeness, solidarity, and a sense of belonging to the same group despite coming from another country.

b. The function of politeness strategy

This comment demonstrates the commenter's admiration, satisfaction, and appreciation for Barack Obama's speech, thereby categorizing it as an **expressive function**. The acknowledgment of the speech's on-target and high-quality is shown by the statement, **“Now that was a proper speech to the American citizens, and across the world too.”** In addition, the commentator's respect and admiration for Obama's honesty and assertiveness in his statement are shown by the sentences **“Just honest strong direct honesty towards the American public, and nation”** and **“Very well said and projected towards the nation and its citizens.”** Emotionally, the statement **“Bravo Mr. Obama, and Michelle earlier also”** shows appreciation and praise. Overall, this comment shows the respect, admiration, and satisfaction shown by the commenter for Obama and Michelle's speech.

Data 4



@chotabilli 11 bulan yang lalu

So we are calling it "crowd sizes" now. Pres Obama, you do have a way with words. LOVE IT!!!

Terjemahkan ke bahasa Indonesia

“So we are calling it "crowd sizes" now. Pres Obama, you do have a way with words. LOVE IT!!!”

a. Type of politeness strategy

This comment incorporates positive politeness with the **presupposing/raising/asserting common ground strategy**. This strategy is used by speakers to show that they have similar experiences, knowledge, and backgrounds to their interlocutors, thus creating a sense of closeness. The term **"crowd sizes"** is used by this commenter to refer to a public issue that both the commenter and other commenters are already familiar with. By using the same reference, the commenter creates a sense of closeness, as if they share experience or knowledge. By using this strategy, the commenter and other commenters can understand each other's political situation. When commenters share knowledge with other commenters, they feel like they are on the same page. Therefore, this comment not only praises Obama but also affirms a shared commitment.

b. The function of politeness strategy

The **expressive function** is also seen in this comment containing a politeness strategy because the commentator shows admiration and appreciation for Barack Obama's rhetorical style. The emotional expression **"LOVE IT!!!"** further emphasizes the commenter's admiration and satisfaction with Obama's choice of words. Thus, this comment is clearly used to express admiration, emotional satisfaction, and the commenter's pleasure in Obama's rhetorical intelligence.

Data 5



@JooKimnusun 11 bulan yang lalu

I wish he was our president again... ❤️

Terjemahkan ke bahasa Indonesia

“I wish he was our president again...❤️”

a. Type of politeness strategy

This data shows that there is a sentence that supports a **positive politeness strategy: be optimistic**. When a speaker conveys a request or hope positively, they are using this strategy. In this sentence, it is very clear that the commenter expresses their hope that Obama will be president again through the phrase **"I wish."** The commenter says she has a strong desire and hope for Obama to be president again. The commenter not only expresses a personal longing for Obama, but she also instills confidence that this hope can be understood and felt by other commenters, which strengthens the commitment in the commenter's column.

b. The function of politeness strategy

Comments using this politeness strategy express the commenter's emotional longing and desire for Barack Obama, and as an **expressive function**. There is a feeling of hope and longing to see Obama lead again, as demonstrated by the phrase **"I wish he was our president again"** This phrase conveys strong emotion and judgment. Consequently, the commenter uses this comment to express the longing and admiration for Barack Obama.

Data 6



@mohammedjundihusseinobama 11 bulan yang lalu

Really Barack Hussein Obama is saving his Nation USA and He is highly devoted to his future generations and democracy
Thank you very much indeed
Mr. Obama

“Really Barack Hussein Obama is saving his Nation USA and He is highly devoted to his future generations and democracy. Thank you very much indeed. Mr. Obama.”

a. Type of politeness strategy

Data 6 is included in the **positive politeness strategy: give gift to H**. The sentence in this comment clearly shows that the commenter gave a gift in the form of appreciation and praise to Obama. This is seen from the sentence *“highly devoted to his future generations and democracy”* and *“Thank you very much indeed,”*. This expression is a form of non-material gift such as praise, appreciation and also the commenter's gratitude as a citizen to Barack Obama as a former president who has given extraordinary dedication to the US. The gratitude expressed by the commenter is also seen in this sentence. According to Brown and Levinson (1987) giving gifts in this politeness strategy is not only in material form, but can also be in non-material forms such as expressions of appreciation, support and praise. Therefore, this comment is included in the strategy give gift to H.

b. The function of politeness strategy

The **expressive function** is also seen in this comment because the comment using this politeness strategy shows the commenter's admiration, appreciation, and gratitude towards Barack Obama. The sentence *“He is highly devoted to his future generations and democracy”* expresses respect for his dedication to democratic values and future generations. The phrase *“Thank you very much indeed, Mr. Obama”* explicitly reflects the commenter's sincere gratitude. Therefore, this comment is used to express respect, admiration, and emotional appreciation for Barack Obama.

Data 7



@BryanHise-g3q 9 bulan yang lalu

He is a great speaker but a terrible President; he said he would fundamentally change America...why did the greatest system, that apparently everyone wants to come to, need to be fundamentally changed. What he meant is he would divide and conquer...he pretty well has succeeded. Let's pray we get it back...VOTE TRUMP.

Terjemahkan ke bahasa Indonesia

“He is a great speaker but a terrible President; he said he would fundamentally change America...why did the greatest system, that apparently everyone wants to come to, need to be fundamentally changed. What he meant is he would divide and conquer...he pretty well has succeeded. Let's pray we get it back...VOTE TRUMP.”

a. Type of politeness strategy

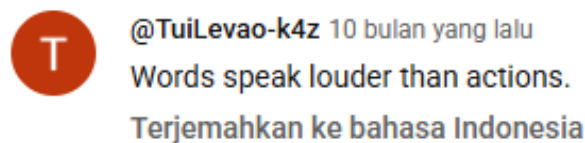
Negative politeness strategy: question, hedge is one of the politeness tactics used in this comment. This is evident in the sentence, “He is a great speaker but a terrible President,” which begins with positive recognition and praise for Obama's oratory skills, but then delivers

a very sharp critique. In this way, the speaker attempts to reduce the face threat to the criticized party. This strategy is used to demonstrate an effort to remain polite by acknowledging Obama's abilities as a speaker, even though he is strongly opposed to his leadership. Therefore, this comment demonstrates how the commenter expresses criticism directly while maintaining a polite impression by first providing positive recognition.

b. The function of politeness strategy

Because of the sentence "*He is a great speaker but a terrible President*," the commenter expresses his conflicting emotional assessment of Barack Obama through this comment, which shows recognition of Obama's speaking ability but also expresses disappointment and rejection of his leadership. Therefore, this comment is used by the commenter to express negative feelings, including criticism, as well as positive recognition of Obama's speaking ability. Thus, this comment falls into the **expressive function** category.

Data 8



"Words speak louder than actions"

a. Type of politeness strategy

The phrase "*Words speak louder than actions*" falls under the **off-record politeness strategy**. This strategy involves the speaker conveying a message indirectly or implicitly so that the interlocutor is free to understand what they mean. This is due to the fact that the comment conveys its meaning indirectly without specifying who the statement is referring to. In this way, the commenter avoids face-threatening behavior because they aren't directly targeting a specific individual, while still conveying their personal perspective. This communication pattern aligns with the nature of off-record communication, which means other commenter have the opportunity to clarify. Off-record strategies allow listeners to understand the implicit meaning, allowing the message to be conveyed without having to be clearly and explicitly stated. Through this comment, the commenter can express opinions or criticisms subtly but effectively.

b. The function of politeness strategy

Because it expresses the commenter's cynical feelings or veiled criticism, this comment serves an **expressive function**. The phrase "*Words speak louder than actions*" indicates dissatisfaction and disappointment. This sentence is not only evaluative but also conveys the commenter's negative emotions. As a result, this comment is used to express disappointment and emotional criticism of Obama.

The research findings show that many netizens expressed admiration through comments on the video. The author found three types of politeness strategies in the data: positive politeness, negative politeness, and bald off record. Of the 80 data found, positive politeness strategies were the most frequently encountered, with 77 containing positive politeness. The positive politeness strategies found in this data were exaggerate, intensify interest in H, use in-group

identity markers, presuppose/raise/assert common ground, be optimistic, and give gifts to H. The most dominant positive politeness strategy was "*exaggerate*" appearing in 45 data. Many netizens praised Barack Obama's speech skills and content in the video, and many expressed their admiration effusively. In this data containing exaggerated comments, many phrases such as "*greatest speaker, master of orator, best orator, greatest orator, greatest president, best president, amazing president*" were found in the comments. In addition to the six functions proposed by Holmes, four were found in the existing data: expressive, referential, directive, and poetic. Furthermore, the most frequently occurring function in the entire data was the expressive function, with 78 data. Many netizens were moved to see Barack Obama deliver a speech again, and many expressed joy and longing for Obama and his presidency.

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. 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. 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. 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.

ACKNOWLEDGEMENT

The writer would like to extend deepest gratitude to Dra. Nova Rina, M.Hum., for her patient supervision, constructive guidance, and continuous support throughout the process of writing this thesis. Sincere appreciation is also conveyed to the examiners, Diana Chitra Hasan, M.Hum., M.Ed., Ph.D., and Dr. Yusrita Yanti, M.Hum., whose valuable comments, suggestions, and encouragement have greatly enriched this research. Their contributions have been instrumental in shaping the final outcome of this study.

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