



# Speech Politeness Strategies Toward Citayem Fashion Week Phenomena on Twitter and Instagram and its Relevance as Indonesian Language Teaching Materials

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**Abstract.** Politeness in communicating is the most important aspect to build smooth and pleasant communication. There are strategies that must be used to make the communication process run smoothly. The politeness strategy is a way to minimize or minimize unpleasant actions from speakers to speech partners or vice versa. This study aims to determine the types of politeness strategies for the citayem fashion week phenomenon on Twitter and Instagram and their relevance as Indonesian language teaching materials. This research is a type of qualitative research using descriptive techniques related to data collection to provide an overview or confirmation of a concept or symptom. The type of data is taken from various posts and comments on Twitter and Instagram which have been classified based on the form, strategy, and characteristics of the comments about the Citayem fashion week phenomenon. The results of this study indicate that 1) speech forms are classified into two, namely pro speech forms and contra speech forms. Meanwhile, 2) the politeness strategy in utterances of the Citayem fashion week phenomenon on Twitter and Instagram is classified into two strategies, the first is the positive politeness strategy and the negative politeness strategy. Politeness strategies are identified positively into three indication classifications including (1) giving praise, (2) not embarrassing, (3) providing humor, while negative politeness strategies are introduced from several indicators including (1) involving speech partners, (3) pessimistic speech. 3) Anecdotal texts can be used as one of the relevance of learning from the Citayem Fashion Week phenomenon which makes learning more interactive and positive.

**Keywords:** politeness · speech · social media · Indonesian language learning

## 1 Introduction

Naturally, the process of creating speech cannot be separated from politeness. When someone communicates, the most important thing for effective communication is to use good politeness strategies. The use of good politeness strategies can make the communication process run smoothly and can deliver intentions properly [1]. Politeness in

communicating is the most important aspect to establish smooth and pleasant communication. There are strategies that must be used to make the communication process run smoothly. The politeness strategy is a way to reduce or minimize unpleasant actions from speakers to speech partners or vice versa [2]. Rapidly increasingly and growing technological developments has made social media a tool for communicating and socializing. However, developments that should be a field for establishing friendship, become a field or place to show hatred, dislike and impoliteness in communicating by some members who do not understand language literacy. This is supported by research from [3] which says that the flow of globalization has gradually scratched the politeness of Indonesians who were considered to be polite. The large use of impolite and unethical language has resulted in the eroding of the well-known manners which were the trademark of Indonesian citizens. There are various kinds of expressions shown in a speech delivered on social media. The lack of public literacy and understanding in social media create backfire when commenting on a major phenomenon that is happening, or what is commonly called trending. Language politeness originating from netizens' utterances to figures who are the subject of discussion or netizens' utterances to other netizens as material for argumentation. Certain speech acts can indirectly lead to unpleasant actions which are commonly called face threatening acts. To be able to describe this, what is needed is to know the concept of a face. According to [4] said that public image or individual image is something important in the assessment of society that will be lost if not maintained. Face threats can be avoided if politeness strategies in speech acts can be carried out properly [5].

Citayem Fashion Week is a viral phenomenon which then gets a lot of public attention, making it interesting to study. The large number of comments and posts in various languages, makes Citayem Fashion Week an increasingly interesting subject for discussion and there are always topics to discuss. One thing that attracts attention is how people view and comment on themselves without seeing how the original incident occurred.

There are many politeness strategies in commenting contained in posts from netizens on various existing social media. Technological advances can help someone deliver messages or information to anyone and can be read by anyone [6].

The politeness strategy shows how the mindset and literacy are obtained, so everyone's comment patterns have characteristics and differences. The role of language in developing comments and social media is very important in order to improve the quality of life and the quality of one's language so that it can increase comfort and fearless in viewing social media and even expressing opinions related to differences.

Research on politeness [7] explains that language politeness is a customary courtesy in speaking. Meanwhile [8] explains that politeness is a behavior in a communication that exists between speakers and speech partners. In the study of [9] it is explained that language politeness has rules and tools in guiding the course of a speech act. Without politeness, the nature and behavior of other people will cause deviations and impoliteness in speech acts. Research [10] explains that impoliteness in communication results in not achieving smooth communication goals and misunderstandings in communication result in confusion in receiving messages. Research from [10] explains that communication goals that are not delivered properly can result in disharmonious relationships and ineffective communication. This ineffective communication is caused by the use of

language that is not good, impolite and uncivilized. This was revealed by research from [11] which concluded that a communication goal that is not delivered properly can be seen from the reflection of people's behavior. It can be concluded that every person's actions can be seen from how they speak and communicate [12]. The politeness strategy [13] explains that language can be dissected by using people's perceptions in its implementation. Reactive learning is learning that can get resources that occur in the surrounding environment. Learning that is based on certain experience or knowledge will create diversity and harmony, thus giving a positive impression and impact.

The aims of this study were to (1) map the forms of speech in the citayem fashion week phenomenon on social media; (2) identify the politeness strategies used in comments on social media on the Citayem Fashion Week phenomenon; and (3) identify its relevance in learning Indonesian language.

## **2 Method**

This study uses qualitative approach. Qualitative research produces descriptions of forms, strategies and speech characteristics of Citayem Fashion Week phenomenon on Twitter and Instagram as well as its relevance as Indonesian language teaching materials.

The data in this study are not numbers, but in the form of translated sentences contained in posts and comments on Twitter and Instagram. The source of data in this research is utterances that contain posts and comments on Twitter and Instagram. Data collection uses the documentation method, observation, and proceed with note-taking techniques. The documentation is the utterances contained in the posts and comments collected and put together as documentary evidence. The scrutinizing technique is carried out by researchers to understand and analyze comments and posts on Twitter and Instagram.

Data analysis uses referential equivalent and translational methods. The referential equivalent method is a language analysis method in which the determining tool is a particular lingual unit referent [14]. The referential equivalent method is used to map speech forms and politeness strategies in the Citayem Fashion Week phenomenon on Twitter and Instagram. The translational equivalent method and mark reading techniques are used to identify the characteristics of speech in posts and comments on both social media.

## **3 Result and Discussion**

### **3.1 Mapping Forms of Speech**

This research began by collecting research data on various existing and developing social media among young people in expressing opinions. Overall, the stories that are on social media originate from the anxiety felt by various people regarding social phenomena that are currently being discussed. Expressing actions in the form of words and sentences regarding certain events are divided into two forms of pro and con speech. The example of the phenomenon that is being discussed recently is Citayem Fashion Week phenomenon which is currently getting a lot of public attention. Various comments and

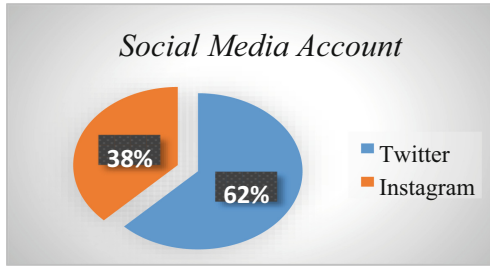


Fig. 1. Classification of social media accounts

writings produce various reactions that indicate a person’s ethics in commenting. The phenomenon of expressing opinions gets extra attention from various experts, this is due to the concerning ethics in social media [15].

Society’s ethics in expressing a post and comment sometimes crosses the line of morality and uncharacterized. As research [16] social media is a substitute medium for expressing aspirations, a substitute for mass media. Social media has a wide spread and can be accepted by anyone who has the respective social media account (Fig. 1).

### 3.1.1 Pro or Supporting Speech

Supportive speech is a form of speech that expresses views that are in favor or in support of certain aspects based on the beliefs of the community regarding the phenomenon being discussed. This is in accordance with research from [17] which states that a form of commentary is a sentence string that is based on a phenomenon and has a basis in expressing, both pros and cons (Fig. 2).

The data in the Table 1 shows a post expressed by the twitter account @ jalanmutter regarding what is happening in the community. The phenomenon of Citayem Fashion Week has caught the attention of the public in various circles and caused various reactions. A reaction according to [18] is a view of expression from someone to express an agreement or disagreement of a life process and use language as a means of expressing communication. Examples of expressions were given by @jalanmutter who stated his concern about the various responses from the public who support and oppose the fashion

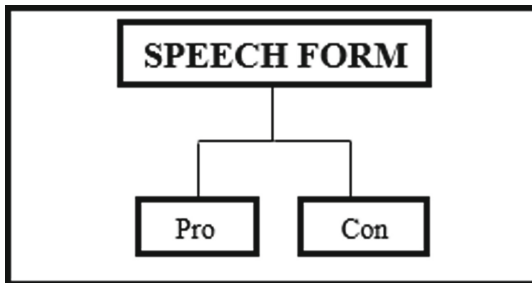


Fig. 2. Form of speeches

**Table 1.** Post expressed by the twitter account @ jalanmuter

1) Explicature	: Mau pro ataupun kontra, “citayem fashion week” adalah sarana berkeasi baru. Dimana selama ini hal tsb hanya bisa dinikmati kalangan tertentu. ( <i>Whether it’s a pro or a con, “citayem fashion week” is a new creative means. Where so far this can only be enjoyed by certain circles.</i> )
Intention	: Menghargai pendapat dari orang lain, mengapresiasi peristiwa <i>Citayem fashion week</i> , dan <i>citayem fashion week</i> merupakan aspek sosial yang dapat menjangkau semua kalangan ( <i>Respecting the opinions of others, appreciating the events of Citayem fashion week and Citayem fashion week are social aspects that can reach all circles</i> )
Speech Mark	: <i>citayem fashion week</i> adalah sarana berekspresi baru ( <i>Citayem Fashion Week is a new means of expression</i> )
Posted by	: @jalanmuter

week idea. However, @jalanmuter’ post explains that Citayem Fashion Week is a place for young people to be creative which cannot be found in other places. This support is proven by the presence of lingual markers indicating that @jalanmuter supports the phenomena and events of Citayem Fashion Week which provide access or pathway for young people to express themselves and demonstrate abilities in the fashion sector that cannot be obtained from other places. The function of these lingual markers is as a sentence that emphasizes the intention and purpose of a particular utterance [19].

**Table 2.** Twitter account @Bcembeng expression regarding Citayem Fashion Week phenomenon.

Explicature	: Semaraknya viral teman2 sudirman citae bojong gede depok yang nongkrong di sudirman ( <i>citayem fashion wee</i> ) banyak pro kontra yg menurut gue BIARKAN MEREKA BEBAS BERKESPERIMEN, RIBET BGT LU ADA ANJING, KAYA NEGARA, negara suis maksidnya, slgi ga mesum, rusuh nymph fine aj ( <i>The lively virality of friends from Sudirman Citae Bojong Gede Depok who hang out in Sudirman (citayem fashion wee) have lots of pros and cons which in my opinion LET THEM BE FREE TO EXPERIMENT, VERY COMPLICATED YOU DOG, LIKE COUNTRY, a country of Switzerland, as long as it’s not obscene, chaotic, nymph, it’s fine.</i> )
Intention	: menyuarkan keresahan perihal ketidakadilan tentang <i>citayem fashion week</i> , jangan suka mencampuri urusan orang lain yang menjadikan kerugian, dan jangan membatasi seseorang untuk mengekspresikan potensi yang ada dalam diri ( <i>expressing concerns about injustice regarding Citayem Fashion Week, don’t like to interfere in other people’s affairs that cause harm, and don’t prevent someone from expressing the potential that exists within someone’s self</i> )
Speech Mark	: Biarkan Mereka Bebas Berkesperimen ( <i>Let Them Free To Experiment</i> )
Posted by	: @Bcembeng

The data in Table 2 shows a concern expressed by the Twitter account @Bcembeng regarding the Citayem Fashion Week phenomenon. The intention contained in the post explains that he agrees with the Citayem Fashion Week phenomenon. This is proven by the lingual marker that says “biarkan mereka bebas bereksperimen” (let them be free to experiment). This opinion is based on the fact that there are restrictions by a group of people for their own interests and limit people who do not have sufficient finances to express themselves and develop their potential through a more professional forum. [20].

The Twitter account @Bcembeng regrets the actions of those who refuse or do not provide support for the Citayem Fashion Week phenomenon. The intention from another of @Bcembeng’s comment is not to cut off or hinder the activities of people who are trying to achieve their goals. As long as these activities are positive and provide no harm, it should not be obstructed and to be given support so that there will be an Indonesian society that respects each other’s differences.

The story in the Table 3 shows a support speech expressed by @Askrlfess regarding the anxiety felt about some comments from people who are racist and unfair when commenting. In the post it is stated that people cannot express comments professionally based on ability or achievement, but in the post the speaker expresses his concern over comments regarding the Citayem Fashion Week phenomenon which is related not to the effectiveness of the event, but about who is doing the fashion show at the Citayem Fashion Week event. The public considers Citayem Fashion Week for people who have white skin and good looking. This caused a reaction from the @Askrlfess account who thought that the Citayem Fashion Week event was an event for young people who had potential in the fashion sector, not young people who had above average beauty and

**Table 3.** Support speech expressed by @Askrlfess about some comments from people who are racist and unfair

Explicature	:	Orang Indonesia itu kenapa keliatan banget ya main fisik? Aku liat komentar tentang citayem fashion week. Pas yang disitu kulitnya cerah komennya mendukung, giliran yang kulitnya sun burn ehh komennya kaya' mereka ga boleh bgt disitu ( <i>Why do Indonesians look so physical? I saw a comment about Citayem Fashion Week. When the (person) skin is bright, the comments are supportive, But when it was those (people) with sun burnt skin, uhh, the comments are like, 'They can't be like that there)</i>
Intention	:	Menyuarakan rasa ketidakadilan terhadap jenis kulit, memberikan pendapat terkait dengan kesenjangan terkait dukungan dengan kulit yang berbeda, jangan suka merendahkan dan menilai orang lain hanya karena bentuk, warna atau apapun yang berkaitan dengan fisik ( <i>Voicing a sense of injustice towards skin types, giving opinions regarding disparities related to support for people with different skins, don't like to belittle and judge others just because of their shape, color or anything related to their physique)</i>
Speech Mark	:	Orang Indonesia itu kenapa keliatan banget ya main fisik ( <i>Why do Indonesians so physical?</i> )
Posted by	:	@Askrlfess

good looks. This racist behavior provoked many responses from the public, people felt despised by some of the comments made by some members and felt limited in their scope of creativity just because they had less bright skin [21]. Racist behavior through speech is included in verbal violence that must be avoided. The phenomenon of verbal violence [22] is violence in the form of sentences and utterances spoken by speakers indirectly because verbal violence tends to be ignored.

### 3.1.2 Con or Oposing Speech

Con speech is a speech that expresses disagreement and opposition about one's opinion or view of an issue being discussed. Con utterance is not utterances that contain negative aspects. It is an utterance that express disapproval of a particular event with acceptable language strategies. Expression of con utterances is delivered with various linguistic aspects with the objective to deliver intention and feelings.

Speech (Table 4) is an example of speech delivered by the Twitter account @autumninyou\_ which expresses concern and comments related to the unsettling Citayem Fashion Week phenomenon. In his post it was stated that he did not agree on the place where the Citayem Fashion Week took place. He regretted why this was carried out in the middle of the road where the main function of the road is for traffic. The speaker explained his disagreement by giving reasons and providing solutions that could be carried out for similar activities in the future. According to the speaker, Citayem fashion week disrupts the travel and delays people getting to their destination. According to the speaker, activities that involve many people must be carried out in a safe place and must not endanger other people. The utterance provides an example of how to deliver disagreement properly because the disagreement expressed is provided with suggestions for improvement.

**Table 4.** Example of speech delivered by the Twitter account @autumninyou\_

1) Explicature:	: Jujur komentar gw tentang citayem fashion week Cuma satu. Tolong pindah ke trotoar aje jangan ngalangi jalan plis. Pindah ke space yg lebih aman kalian mau catwalk nggaperlu sambil nyebrang jalan. Biar sama sama aman. ( <i>To be honest, I only have one comment about Citayem Fashion Week. Please move to the sidewalk, don't block the road, please. Move to a safer space, you want the catwalk, you don't need to cross the street. Let's be safe together</i> )
Intention	: Kekecewaan terhadap, kemacetan dikarenakan <i>fashion week</i> , Saran untuk memindahkan tempat, himbauan untuk tidak mengganggu jalan, jangan merugikan kegiatan orang lain untuk kegiatan diri sendiri ( <i>Disappointment with, traffic jams due to fashion week, Suggestions to move to different place, do not to disturb the road, do not harm other people's activities for your own activities</i> )
Speech Mark	: Tolong pindah ke trotoar aje jangan ngalangi jalan plis (Please move to the sidewalk, don't block the road, please)
Posted by	: @autumninyou_

**Table 5.** Utterances that expresses disagreement in short, clear, and concise language

2) Explicature	:	<i>Citayem fashion week memperhatikan bahwa pro lgbt dimana” emg ganas..... (Citayem Fashion Week pays attention to the pro-LGBT anywhere is really fierce.....)</i>
Intention	:	keresahan perihal perilaku lgbt yang ditampilkan di citayem fashion week ( <i>concern about the lgbt behavior displayed at Citayem Fashion Week</i> )
Speech Mark	:	pro lgbt dimana” emg ganas ( <i>the pro-LGBT anywhere is really fierce</i> )
Posted by	:	@ellinoyaa

Speech (Table 5) is one of the utterances that expresses disagreement in short, clear, and concise language. The above statement explains that the Citayem Fashion Week event is a fashion event that approves LGBT phenomenon which is being debated by the government and society since it is considered inappropriate in the Indonesian society. In the speech above, the speaker gives the intention that Citayem Fashion Week displays activities that are not in accordance with religious norms, one of which is men who wears women’s clothes. This is a concern since religion do not allow men to imitate women. From the speech delivered, the speaker provides an outline that this deviation was approved and even received a lot of support from various groups of society.

Speech (3) was expressed by Instagram account Entismaulidin in his comments on the okezone post regarding the Citayem Fashion Week phenomenon. In the comments, the speaker expresses the pent-up anxiety through counter sentences with satire to young people who do not have the ability and readiness to carry out fashion activities. The sentence uttered by the speaker is an implicit message to not use public facilities for activities related to the safety and preparation of many people. The word poor in this comment contains the intention that this activity was carried out with inadequate preparation and people who did not have competence in the field of fashion. Fashion world is known to the public as a world that has good mental and property preparation. However, in reality Citayem Fashion Week phenomenon is carried out with the determination of young people and the people around them to hold it with a minimal budget and no security preparation. It invites a lot of reactions from various stakeholders because of the traffic safety and comfort in the main road since it produces traffic jams and time loss for road users.

### 3.2 Speech Politeness Strategy

Speech is very closely related to politeness strategies in speaking. Politeness strategies can identify how the behavior and intention of the speech will be delivered. Politeness strategies are usually used to avoid unwanted actions due to inappropriate speech by someone. In the process of communication, either directly or through social media, strategies in speaking must be considered. The use of politeness strategies in speaking helps minimize errors in delivering intentions and the intended intention can be delivered properly without hurting other people. Paying attention to politeness strategies in



speaking is a commendable action that can show our reluctance to the speech partner. The phenomenon of delivering comments or opinions through social media is a current concern. It is because many utterances that are spoken and written contain various intentions and lack in politeness. Here are some politeness strategies in speeches and posts about Citayem Fashion Week phenomenon on social media.

### 3.2.1 Positive Politeness Strategy

Positive politeness is politeness that has the effect of satisfying and respecting the speech partner. Positive politeness can have a good impact on attitudes and speech to speech partners so that they feel satisfied and valued [23]. Positive politeness is a strategy that can show how close the speaker and speech partner are in communication and interaction.

#### 1. Giving Compliments

Giving compliment is a form of politeness strategy in speaking. Giving compliment is a form of expressing sympathy to the speech partner. Expressing compliment in speaking is a form of appreciation from the speaker towards the speech partner which makes conversation or communication more skilled [24].

Speech Table 6 is one of the speeches which is identified as positive politeness by displaying a form of compliment. From the text above, it shows that speakers value and appreciate the Citayem Fashion Week which gives access to young people to be confident in their abilities in the world of fashion. Speaker gives compliment with all the pros and cons expressed by other speakers. The speaker shows how to speak and appreciate how the activities carried out by young people. The speaker does not take sides or even blame the activity. Instead, the speaker displays a speech explaining how the activity subject to discussion is an activity that can accommodate the ability and confidence of someone who has not receive proper place [25].

Speech (Table 7) is a positive utterance that gives appreciation to Citayem Fashion Week activities. In the speech above, the speaker gave an intention that Citayem Fashion Week needs to be appreciated because this activity is valid for supporting young people who are less fortunate to receive a better fashion education. The speaker gives implicit intention in the form of an encouragement to those who bully or criticize the

**Table 6.** Positive politeness

Explicature	:	Jujur terlepas dari pro dan kontra, menurut aku citayem fashion week tuh keren juga buat awalan anak2 sktg biar tampil percaya diri pake fashion apapun ( <i>To be honest, apart from the pros and cons, in my opinion, Citayem Fashion Week is also cool for kids now so they can appear confident in any fashion</i> )
Indications of Politeness	:	Memberikan Pujian ( <i>give compliments</i> )
Posted by	:	Gurlwithstellar

**Table 7.** Positive utterance to Citayem Fashion Week activities

1) Explicature	:	sebagai dukungan moral ke mereka2 yg ada di citayem fashion week bahwa apa yg mereka lakukan itu valid dan patut diapresiasi ( <i>as moral support to those at Citayem Fashion Week that what they are doing is valid and should be appreciated</i> )
Indications of Politeness	:	Memberikan Pujian ( <i>give compliments</i> )
Posted by	:	Brewokans

activity. Those who organize Citayem Fashion Week activities are people who understand opportunities by filling it with positive activities that should be appreciated and supported..

## 2. Not Humiliating

Not humiliating the speech partner is an example of speech that respects the speech partners by not hurting them. Coming up with good sentences and vocabulary is one of the most important parts of a positive politeness strategy. In speeches, humans must truly pay attention to the sentences that are spoken so that the utterances do not cause misunderstandings and humiliation to the speech partner.

Speech (Table 8) is a form of speech with a positive politeness strategy. In this speech it can be explained that the speaker expresses his agreement and disagreement using understandable reasons. Sentences and descriptions of words are delivered without offending and hurting others. In speech (3) the speaker expresses his pro and support for this phenomenon because from this experience, society and young people can feel and express themselves to display the potential that exists within them [26]. In addition, the speaker also expressed his disagreement by giving the reason that Citayem Fashion Week was the result of the work of the community and the potential for the community, and no one should acquire it and inaugurate it nationally because this could set restriction for all people who want to develop and strive in the world of fashion.

Speech (Table 9) contains positive politeness with indications of politeness by not humiliating. This indication is proven from the speaker's sentence which explains that

**Table 8.** Positive politeness strategy

Explicature	:	tergantung konteks apanya yang dibahas, kalau trend nya sih aku pro karena mereka bisa mengekspresikan diri lewat fashion, cuman kalau kasus baim wong mau bikin citeym fashion week go inter aku kontra ( <i>it depends on what context is being discussed, if it's a trend I'm pro because they can express themselves through fashion, but if it's a case of baim wong wanting to make city fashion week go inter I'm against</i> )
Indications of Politeness	:	Tidak Menjatuhkan ( <i>Not Humiliating</i> )
Posted by	:	Rxtio

**Table 9.** Positive politeness by not humiliating

Explicature	:	Mau pro ataupun kontra “Citayem fashion week” adalah sarana berekspresi baru. Dimana selama ini hal tsb yang bisa dinikmati kalangan tertentu ( <i>Whether it’s a pro or a con, “Citayem fashion week” is a new means of expression. Where so far these things can only be enjoyed by certain group</i> )
Indications of Politeness	:	Tidak Menjatuhkan ( <i>Not Humiliating</i> )
Posted by	:	@jalanmuter

this phenomenon is a means of showing the abilities and potential that exist within the lower middle-class society. Positive politeness in the speech above provides an understanding that when expressing opinions or comments on an issue, one should not bring down a person or other party by giving and leading bad public opinions. [27].

### 3. Using Humor or Jokes

Humor is an alternative for effective communication. Humor is one of the strategies in speaking that can prevent debate between speakers and speech partners. The use of humor should not be a trigger in speaking and communicating in interactions. The use of humor must not offend other people and become the biggest aspect of conflict. [28].

The context of speech (Table 10) states that the speaker gives some small humor to make the written speech not cause confusion in interpreting. In the speech above, the speaker provides understanding and jokes by giving a lingual marker “shaking his head”. The speaker provides this humor to reduce feelings of disapproval of the Citayem Fashion Week phenomenon which is being discussed by many people [29]. In the description of the sentence, the speaker gives the intention that the Citayem phenomenon has had a major impact on the development of LGBT that is being discussed. The satire and disapproval are expressed politely in a humorous context which makes disagreements can be reviewed and digested without causing misunderstandings.

**Table 10.** Positive Politeness Indication of Humor

2) Explicature	:	Tadi liat salah satu tweet pejabat tentang Citayem fashion week yang menyinggung about eljibiti, pas liat replyannya banyak komentar bawa bawa agama tertentu. Aku yang part og it pun sampe geleng-geleng kepala wkqk ( <i>Earlier I saw one of the official’s tweets about Citayem fashion week which mention Eljibiti, when I saw the replies there were many comments bringing up certain religion. I, who was part of it, even shook my head wkqk</i> )
Indications of Politeness	:	Menggunakan Humor ( <i>Using Humor</i> )
Posted by	:	@Allens

**Table 11.** Utterance by monkey\_d\_zaru

Explicature	:	Terimakasih buat lu cil yang telah memperkenalkan citayam ke dunia entertainment ( <i>Thank you to Lu Cil for introducing Citayam to the world of entertainment</i> )
Indikasi Kesantunan	:	Menggunakan Humor ( <i>Using Humor</i> )
Posted by	:	monkey_d_zaru

The context of speech (Table 11) is the speech uttered by monkey\_d\_zaru which is given in the comments on the Instagram feed. The intention of the speech above is a satire expressed by the speaker to the speech partner regarding the phenomenon of young children participating in a fashion show at the event. The satire uses the word humor with lingual units of *thank you cil*. The humor that was said in this speech was intended to provide satire to young people who did not deserve to participate in these activities because they did not meet their age level yet [30]. In this utterance, the speaker also gives Intention to the speech partner that they should not in a hurry to enjoy fame when they receive an award. The speaker also delivers an intention to the speech partner that the entertainment world is not a world that last long since there will be a time when the news about Citayem Fashion Week will subside and it will reduce the prestige of the people or actors who are active in the Citayem Fashion Week phenomenon.

### 3.2.2 Negative Politeness Strategy

Negative politeness strategy is an action through speech that is carried out by speakers with disturbing actions and do not respect the speech partners in speaking [31]. Negative politeness strategies usually have a certain burden that occurs when speaking both verbally and in writing [32].

#### 1. Condescending

Condescending is an act of not appreciating not even seeing what has been done and judging from something that cannot be proven. Condescension is part of underestimating and considering oneself better than others [33]. Condescension is one thing that can drop the mentality and expectations of other people [34].

The context of speech (Table 12) is one of the utterances that has a negative politeness strategy with condescending indications. Condescending in the context of the speech

**Table 12.** Utterances with negative politeness strategy

Explicature	:	Pada akhirnya baik yg proaplg kontra, semua nebeng viral di fenomena citayem fashion week ( <i>In the end, the pros and cons, all of them went viral in the Citayem Fashion Week phenomenon</i> )
Indikasi Kesantunan	:	Merendahkan ( <i>condescending</i> )
Posted by	:	@deimirel

**Table 13.** Form of negative politeness strategy

1) Explicature	:	Ilmu fisika pasti ada, setiap gaya pasti akan jatuh ke bawah ( <i>Physics must exist, every force will surely fall down</i> )
Indication	:	Kesantunan pesimis ( <i>Pessimistic politeness</i> )
Posted by	:	faisalabdullah6396

above is demeaning the ability of the people who participate in the Citayem Fashion Week events. In the context of the speech above, the speaker expresses the intention that this phenomenon only becomes everyone's social climb. There is no potential in this activity. These activities are not useful and only become community waste in its implementation.

## 2. Pessimistic

Pessimism is an attitude that does not have good expectations and seems to lead to the opinion that there will be no success. A pessimistic attitude creates anxiety when acting [35].

Speech (Table 13) is a form of negative politeness strategy with pessimistic indications. Like the Intention stated by the Instagram account *faisalabdullah6369* that every trending event will definitely experience a decline and will not reappear. Citayem fashion week activities are only temporary, the fame will not last forever so there is no need to glorify this phenomenon because it will be a wasted job. This speech can make the existing potential become dimmer. Potential will increase if the surrounding environment supports and pays attention to carrying out activities that are positively charged so that the image or potential that exists within oneself can be well honed and collected.

### 3.3 The Relevance in Learning Indonesian Language

Based on an explanation of the existing forms and strategies of politeness, it can be concluded that comments and posts by netizens on social media, especially Twitter and Instagram, can be used as material for learning Indonesian language related to the social environment or human relations with others. Indonesian language learning that is suitable to be used to relate to the above phenomenon is anecdotal text. Based on these comments and posts, the teacher can make several humorous sentences and humorous stories that can be used as learning material and can be used as evaluation material for students to be sensitive to the surrounding environment. The anecdote texts that are made will make learning more interactive and positive because the sources of anecdote texts are based on recent events and are the subject of everyone's conversation so that the anecdote texts become more colorful and give the impression of modern humor.

Based on the phenomena and analysis that has been done, the teacher can make anecdotal texts with various topics and broad conversations. Text anecdotes are generally short, amusing stories that can entertain and provide knowledge derived from real events that are played with a sense of humor that is not offensive. In the Citayem Fashion Week phenomenon, there are some funny and interesting comments that can be used as material

in making anecdotal texts that are useful for high school Indonesian language learning. Basically, environment-based learning will have a good impact on increasing intellectual intelligence and being sensitive to the surrounding environment.

## 4 Conclusion

Expression of criticism and opinions on social media regarding the Citayem Fashion Week phenomenon is divided into two parts, which are pro or support utterances and con or oppose utterances. From this form of speech, various comments and posts on Twitter and Instagram have several indications of politeness strategies, including positive politeness and negative politeness. Positive politeness in speech on social media often uses sentences that contain elements of compliment or flattery, does not insult either physically or socially and uses sentences that contain elements of humor. Similar to the positive politeness strategy, negative politeness has several politeness strategies which include indications that sentences or utterances are condescending to the speech partner and show a pessimistic attitude, so that the spirit and positivism within oneself begins to decrease.

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