

Politeness in the Comment Section of the YouTube Channel Entertainment News

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A B S T R A C T

YouTube is a popular platform utilized by a diverse range of people for various purposes, such as documentary videos, the latest news, tutorials, and more. As a result, a wide variety of speech styles can be found on the platform, reflecting different levels of politeness. This analysis was conducted to explore politeness in language within the comments section of a specific video. The source for this research is the video titled "The Case of P Diddy" from the Entertainment News YouTube channel. The video has a duration of 7 minutes and 8 seconds and was published on September 27, 2024. The data was analysed using politeness maxims. This study references six politeness maxims according to Leech (1993: 206-219). Employing a qualitative descriptive research method, the results indicate that out of the 80 comments analysed, there were 25 instances of identified maxims: 4 maxims of wisdom, 5 maxims of generosity, 5 maxims of appreciation, 4 maxims of simplicity, 4 maxims of agreement, and 3 maxims of sympathy

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INTRODUCTION

Language plays a vital role in human life as it serves as a primary means of communication. It allows individuals to convey messages and express their intentions to others. The way people use language is influenced by various social and situational factors. Social factors include social status, gender, age, education level, and economic standing, while situational factors encompass who is speaking, with whom, when, where, on what topics, and the context in which the conversation occurs, as well as the channel of communication being used and the speaker's objectives. It is important to note that no language is inherently better or worse than another. While some languages may seem more adept at expressing thoughts and emotions, this is not due to their superiority but rather the proficiency of their speakers in utilizing the language's potential. Essentially, the effectiveness of a language is determined by the capability of its users, making all languages equal as means of communication.

YouTube has evolved into a widely used social media platform, particularly on smartphones, offering a video-based medium that includes genres such as music, news, animation, and comedy. It provides users with easy access to audio-visual information, and anyone can share their videos globally through uploads. YouTube comments are expressions of opinion or reactions to the accompanying captions, encompassing praise, rebuttals, or critiques. These comments reflect the thoughts and perspectives of users regarding others' statements. They can adhere to or deviate from the principles of politeness in language. Politeness in language is affected by both internal and external factors. Internal factors

pertain to the language itself, often seen in the word choices made by the speaker. In contrast, external factors involve the social context of the speaker. Politeness is closely tied to the social and cultural values of a society, which can be understood as the environment in which individuals interact.

According to Leech's theory, the principle of politeness includes six maxims: the maxim of wisdom, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy. Adhering to these maxims can help avoid taboo speech and uncontrolled emotions in communication. It is crucial for speakers to consider the components of their speech. Politeness can manifest in language, behaviour, and attitude. Social media, particularly YouTube, is extensively utilized by children, teenagers, and adults as a source of information and entertainment. Comments on YouTube can either comply with the principle of politeness or deviate from it. Despite a significant number of rude comments, research by Kim and Herring (2018) shows that positive comments can influence the tone of discussions, creating a contagious effect of politeness. This writing focuses on the realm of politeness through the lens of pragmatics, utilizing Leech's theory as discussed by Mariska and Yusni Khairul Amri (2022). It relates directly to the attitudes of speakers and the context of their discourse, serving as a reference for learning how to communicate with proper manners. Through this work, it is hoped that readers will gain an understanding of the principles of politeness and learn to employ respectful language in their speech.

Pragmatics

Pragmatics is a branch of semiotic linguistics that studies the relationship between language and context, focusing on how language use varies among speakers in different situations. Semiotics encompasses spoken language, symbols, signs, references, and their meanings in various aspects of life. Pragmatics specifically examines how language facilitates communication, addressing the intent and purposes conveyed by speakers to prevent misunderstandings. According to Purwo (1994: 87), several experts distinguish politeness in language, including Lakoff, Fraser, Brown and Levinson, and Leech. These theories generally originate from Grice's work on conversational maxims. However, speakers do not always adhere to these maxims of quality, quantity, and relevance, and the differences among experts lie in their perspectives on the rules governing politeness. This study focuses on the principle of politeness as articulated through six maxims proposed by Leech. Politeness is a critical element of communication, significantly influencing the successful conveyance of messages to interlocutors. Rahardi (2009: 60-66) supports this by emphasizing that effective communication hinges on adhering to principles of etiquette and language, ensuring messages are conveyed clearly to participants.

Leech (1993: 206-2019) outlines six maxims of politeness that guide effective and considerate communication. The Maxim of Tact emphasizes minimizing harm or maximizing benefits in interactions, while the Maxim of Generosity focuses on respecting others and reducing disrespect. The Maxim of Humility encourages self-criticism and minimizing self-praise, fostering modesty. The Maxim of Appreciation highlights the importance of maximizing praise for others and minimizing criticism. The Maxim of Agreement aims to enhance harmony by maximizing agreement and minimizing disagreement. Lastly, the Maxim of Sympathy stresses expressing compassion and minimizing antipathy to build positive social rapport.

These six maxims provide a framework for assessing politeness, measuring it on a scale from most polite to most impolite. Adhering to the principle of politeness is crucial to avoid misunderstandings that could lead to conflicts. Additionally, a speaker's politeness should consider the age and context of the interlocutor, allowing for effective communication and respectful interactions.

METHOD

This study employs a descriptive qualitative research approach, often referred to as the "descriptive approach in qualitative research." This method systematically involves collecting and presenting data in a coherent manner to capture the nuances of the studied phenomena. According to Moleong (2005:4), this approach focuses on gathering data in the form of words and images rather than numerical information.

Data for this study can be obtained through diverse methods, including interviews, field notes, photographs, video recordings, personal documentation, notes, and memos. Once collected, the data is presented descriptively and analyzed using the pragmatic theory of politeness, offering insights into the underlying patterns and principles of communication observed.

FINDINGS AND DISCUSSION

The principle of politeness in pragmatics includes six maxims: the maxim of tact, the maxim of generosity, the maxim of appreciation, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy. This study analysed data collected from the comment section of 80 netizen comments related to a high-profile case involving international celebrities, utilizing the theory of maxims for analysis.

Table 1. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Semoga diberi hidayah dan hikmah apa yang terjadi, tuhan yang maha mengubah hati hambanya. Pelajaran juga apa yang terjadi pada P'diddy, dan Justin Bieber hilang dari trauma yang pernah terjadi,,, amin.

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

The excerpt from the comment column above illustrates that netizens employ the maxim of wisdom by minimizing insults directed at the account owner. They emphasize that God is all-forgiving when addressing P. Diddy's actions, which have impacted the entertainment industry. One comment state, "Hopefully given guidance and wisdom for what happened. God is all-changing for His servant's heart. There are also lessons to be learned from what happened to P. Diddy, and Justin Bieber has moved on from the trauma he experienced. Amen." (D2/K1/MKB2) The comments from the account user reflect the maxim of wisdom by stating, "Hopefully given guidance and wisdom for what happened." This comment aims to reassure other users that God sincerely forgives His servants for their mistakes. The phrase "lessons also for what happened to P. Diddy, and Justin Bieber has moved on from the trauma he experienced" underscores the user's hope for healing and growth for both individuals. From this, it's evident that the account user prioritizes the well-being of others over personal grievances. In the context of P. Diddy, the user seeks to encourage other account holders to respond with positivity.

Maxim of Generosity (Generosity Maxim)

The maxim of generosity, also known as the generosity principle, encourages speakers to prioritize the well-being of others over their own interests. This principle suggests that participants should minimize their own benefits and maximize their sacrifices or losses. While the maxim of wisdom focuses on others' needs, the maxim of generosity emphasizes selflessness and consideration of one's own sacrifices for the benefit of others.

Table 2. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Kita tidak boleh terlalu menghakimi P diddy bisa saja setelah kasus ini dia berubah

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

The comments made by the user refer to the maxim of generosity in the phrase "We should not judge P Diddy too harshly," along with the netizen's hope expressed in "maybe after this case, he will change." These statements highlight that the user is employing the maxim of generosity by emphasizing the potential benefits of P Diddy's case. The user defends the victim and expresses hope for positive outcomes for the victim. This aligns with the principle of the maxim of generosity, which seeks to maximize benefits for others while minimizing their losses.

Table 3. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Netizen jangan terlalu menyudutkan P diddy pasti dia juga akan sadar dan bertaubat

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

In the comments section of the account mentioned above, it is evident that netizens are applying the maxim of generosity by leaving positive remarks. By doing so, they minimize their own emotional responses regarding the P Diddy case and prioritize the well-being of others. For example, one user commented, "Netizens should not corner P Diddy too much; he will definitely realize and repent" (D6 / K1 / MKD2). This comment embodies the maxim of generosity, as it expresses hope for change in P Diddy's behaviour. The user defends the situation by advocating for a more compassionate perspective, which aligns with the principle of this maxim: maximizing benefits for others while minimizing any potential losses.

Maxim of approbation

Additionally, there is the maxim of approbation, which states that people are considered polite when they show respect for others. This principle suggests that participants in a conversation should avoid belittling or insulting one another, as mockery is impolite and detrimental to social interactions. The maxim of approbation encourages individuals to increase their respect for others and to focus on praising them instead of resorting to insults. Failing to respect others indicates a disregard for this maxim and results in a lack of effective language politeness.

Table 4. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Hukuman P diddy ini sebagai efek jera agar tidak terjadi lagi, doa kan saja yang terbaik bukan menghujat yang berlebihan.

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

In comments on the YouTube channel mentioned above, netizens have demonstrated a maxim of appreciation and respect by minimizing insults regarding the case of P Diddy. Instead, they express hope for positive outcomes for him. One commenter stated, "This punishment for P Diddy serves as a deterrent to prevent similar incidents in the future; let's pray for the best instead of resorting to excessive criticism." These comments reflect a commitment to respecting P Diddy's situation by focusing on positive sentiments rather than insults. By encouraging others to "pray for the best" and advocating for thoughtful responses, the users display the maxim of appreciation, emphasizing support for others while minimizing negativity in relation to the case. Overall, the netizens' approach highlights an intention to uplift rather than belittle in discussing P Diddy's circumstances.

Table 5. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Semoga P didy bertaubat dan ampunan luar biasa baginya, hanya tuhan yang mampu memaafkan hambanya untuk bisa bertaubat ke jalan yang baik.

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

Hopefully, P Diddy will repent and receive extraordinary forgiveness from God, who is able to guide His servants back to the right path. (D11/K1/MP2) Comments on the account above demonstrate the use of the maxim of respect by minimizing insults and instead appreciating the phrase "extraordinary forgiveness." The commenter expresses hope that P Diddy will acknowledge his actions and seek forgiveness. Additionally, the statement "only God is able to forgive His servants and help them repent" suggests that the user is violating the maxim of appreciation. Instead, they are adhering to the maxim of wisdom by expressing hope that the suspect can change for the better.

Modesty Maxim

The modesty maxim, also known as the humility maxim, suggests that speakers should minimize self-praise and maximize self-deprecation to avoid being perceived as arrogant. The expectation is that the speaker remains humble, allowing the audience to focus more on the content rather than on the speaker's ego (Tarigan, 1986: 87-88). An example of this humility maxim can be found in an Entertainment News YouTube channel video titled "The Case of P. Diddy: The Rapper Who Destroys the Entertainment Industry and the Rape of Justin Bieber."

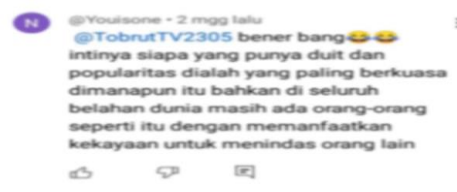
Table 6. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Setiap orang tu punya masalah, biar aja P,didy yang kena ganjaran nya dan hukum yang menyelesaikan.

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

Using the maxim of simplicity or the maxim of humility, the analysis is as follows: "Everyone has problems; let P. Diddy be punished, and the law will solve them." (D15/K1/MKR1) The account user responds by expressing humility in the statement, "everyone has problems." This indicates that the user is attempting to be humble by acknowledging that everyone faces challenges, not just the individual involved in the case. This notion is further reinforced by the following statement, "let P. Diddy be punished, and the law will solve it." Here, the user maintains a humble stance without resorting to insults. 5. Agreement Maxim The agreement maxim, or the maxim of agreement, highlights the importance of mutual understanding between the speaker and the interlocutor. Participants are expected to behave politely once an agreement has been reached. It is important to avoid interrupting or directly contradicting the person who is speaking. Factors such as age, position, and social status should be considered. In essence, the participants in a conversation should aim to maximize compatibility and minimize incompatibility between speakers (Rahardi, 2005; 64-65).

Table. 7 Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Dimana2 dunia sama yang berduit yang berkuasa
	Balasan: @TobrutTV2305 bener bang intinya siapa yang punya duit dan popularitas dialah yang paling berkuasa dimanapun itu bahkan di seluruh belahan dunia masih ada orang-orang seperti itu dengan memanfaatkan kekayaan untuk menindas orang lain

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

In the above comment, it's evident that netizens often employ the maxim of agreement when responding to other users' remarks. They express their agreement with the statements made by others, creating a sense of consensus between the user accounts involved. For example, one user commented, "That's right, bro, the point is whoever has money and popularity is the most powerful. No matter where you go, people like that still exist, using their wealth to oppress others" (D19/K1/MP1). In this excerpt, the user responds to another account's comment by affirming their viewpoint. The phrase "That's right, bro, the point is whoever has money and popularity is the most powerful" serves as a direct acknowledgment of the previous comment. The user argues that those with wealth and fame tend to earn respect, as

they often leverage their resources. In the sentence, "the world still has people like that who use wealth to oppress others," the user of the account above repeatedly emphasizes this point in their comments about the P. Diddy case. Their comments demonstrate a strong consensus regarding this issue.

Table.8 Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Astagfirullah semoga dengan ditangkapnya P didi karena kasusnya dia bisa berubah menjadi baik
	Balasan: Bener, saya setuju pendapat kamu semoga P didy cepat sadar sama perbuatannya

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

The comments above demonstrate that netizens employ the maxim of agreement when responding to comments from other users. They frequently express their agreement, resulting in a consensus between the two accounts involved in the conversation. For example, one user replied, "Right, I agree with your opinion. Hopefully, P Diddy will quickly realize his actions" (D20/K1/MP2). In this excerpt, the user explicitly acknowledges and supports the opinion expressed by another commenter. The phrase "I agree with your opinion" indicates their alignment with the prior comment. Both users express disappointment regarding P Diddy's actions but maintain hope for positive change, illustrating a clear maxim of agreement. Furthermore, the concept of the sympathy maxim is also relevant here.

Sympathy Maxim

According to the sympathy maxim, participants in a conversation should maximize their expressions of sympathy and minimize any feelings of antipathy towards one another. Society values showing sympathy for others; being cynical is often perceived as impolite. When others encounter difficulties, it is expected that we offer help, and when they succeed, we should congratulate them. In the comments section mentioned above, netizens exemplify the sympathy maxim by expressing concern for the situation and wishing for a positive outcome.

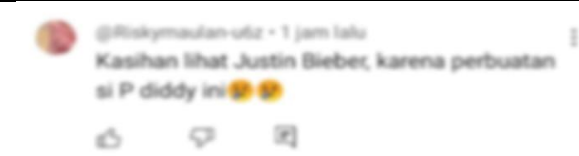
Table 9. Netizen Comment Column Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Semoga buat kedepannya P didy bisa berubah, dan begitu juga Justin Bieber tidak trauma dengan kejadian tersebut.

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

In the comment, "Hopefully in the future, P Diddy can change, and Justin Bieber will not be traumatized by the incident," the user demonstrates the sympathy maxim through the use of the word "hopefully." This word reflects a positive wish for P Diddy and Justin Bieber, indicating that the user feels sympathy regarding the situation. The expression conveys a sincere hope for both individuals' well-being and personal growth.

Table 10. netizen Comment Column
Regarding the Case of P Diddy Rapper Destroying the Entertainment Industry

Netizen Comment	Comment Transcription
	Kasihlah lihat Justin Bieber karena perbuatan si P diddy ini

Source: <https://youtu.be/8zIRWLB7Lmg?si=7gJpAod0WqyywDE0> accessed October 6, 2024

The comments above demonstrate how netizens use the sympathy maxim by expressing their concern for the situation, hoping for a positive outcome. One commenter stated, "It's a pity to see Justin Bieber because of what P Diddy did" (D24/K1/MKS2). Recent comments on the YouTube channel indicate that netizens are employing the sympathy maxim, as seen in the phrase "it's a pity to see Justin Bieber." In this statement, the use of the word "pity" reflects a sense of compassion for Justin Bieber. Pity is a feeling that arises when we observe someone in distress. This empathetic response suggests that the commenter feels sympathy and concern for him. It is clear that the user of this account is using the sympathy maxim, as their concern is evident in the comment section above.

CONCLUSIONS

Based on the results of the research and the discussion of the data, it is evident that the comments made on the P Diddy Raper video from the Entertainment News YouTube Channel exhibit the politeness of language as defined by Leech's theory of politeness. Out of 80 comments analyzed, 25 were categorized according to six maxims of politeness, which include: the maxim of wisdom with 4 instances, the maxim of generosity with 5 instances, the maxim of appreciation with 5 instances, the maxim of simplicity with 4 instances, the maxim of agreement with 4 instances, and the maxim of sympathy with 3 instances. This analysis of the comments on the P Diddy Raper video demonstrates that even in cases that are generally perceived as negative within the realm of Entertainment News, there are still positive and polite comments from netizens that align with the principles of language politeness.

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