

Netizens' Compliance and Violations of Politeness in Language on the Kompas TV Youtube Channel

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ABSTRACT

This study aims to describe the forms of compliance and violations of the principles of politeness in netizen comments on the KompasTV YouTube channel. The study uses a qualitative descriptive approach with a pragmatic study based on Geoffrey Leech's theory of politeness principles. The research data consists of netizen comments on the video "Kala Erick Thohir Tertawa Dengar Sulul Ahmad Dhani tentang Naturalisasi" during a meeting at the DPR. Data collection techniques were carried out through documentation and note-taking techniques, while data analysis used the stages of data reduction, data presentation, and drawing conclusions. The results showed that 23 utterances of compliance and 112 utterances of violations of the principles of politeness were found. The dominant compliance was found in the maxim of agreement, while the dominant violation was in the maxim of appreciation. The research findings indicate that netizen communication on social media is more dominated by violations of politeness than compliance

INTRODUCTION

The development of information and communication technology has brought about significant changes in the interaction patterns of modern society through the internet and social media. The presence of social media allows people to communicate quickly, openly, and broadly without being limited by time and space. Language is defined as a communication tool used to exchange information and share ideas (Wisudariani, 2019). The high level of activity of Indonesians using social media has made digital spaces a means of expressing opinions, discussing, and shaping public opinion on various social, political, cultural, and entertainment issues.

Freedom of expression on social media is often not balanced with an awareness of communication ethics. Many social media users post spontaneous, emotional, and even provocative comments without considering the impact of their language on others. According to Risqiana (2023), netizen communication on social media often displays impolite language that tends to contain insults and sarcasm. Rasna and Wirahyuni (2021) also state that language ethics are normative rules that ensure communication is polite, respectful, and in accordance with prevailing social values. This demonstrates that language use in social media not only serves as a means of communication but also reflects the attitudes, ethics, and character of users interacting in the digital space.

The phenomenon of language use in social media can be studied through a pragmatic approach. Within this pragmatic approach, several principles of language use must be considered, namely the principle of cooperation, the principle of politeness, aspects of the speech situation, and factors that determine communicative acts (Asrory, 2004 in Dewantara, 2013). According to Yule (2014), pragmatics is the study of the meaning conveyed by speakers based on specific contexts. Thus, pragmatics not only studies the linguistic meaning of utterances but also considers the context in which language is used in a communication interaction.

One important aspect in the study of pragmatics is the principle of politeness proposed by Geoffrey Leech (1983). The principle of politeness includes the maxims of tact, generosity, respect, humility, agreement, and sympathy. In pragmatic studies, politeness plays a crucial role in maintaining harmonious social relationships through the use of polite language and respect for the interlocutor. However, communication practices on social media demonstrate that many violations of the principles of politeness persist. Netizens frequently use harsh language, insults, sarcasm, and personal attacks when expressing their opinions. This phenomenon demonstrates a gap between the ideal principles of politeness and communication practices in the digital space.

One relevant social media platform for studying this phenomenon is YouTube, particularly through its comments section. The comments section provides a public interaction space that allows netizens to provide direct responses to a video. This research focuses on netizen comments on a KompasTV video titled "When Erick Thohir Laughed at Ahmad Dhani's Proposal on Naturalization during a Meeting at the House of Representatives." The video was chosen because it addresses a political issue that elicits a variety of netizen

responses, including support, criticism, and verbal attacks, making it relevant for analysis in the study of politeness.

Several previous studies have shown that politeness violations are more prevalent in digital communication, such as those conducted by Luh Putu Febry Yanti (2021), Mei Fatmawati (2023), Irinne Dwi Ramadhani et al. (2025), and Cahaya Rahmadika Firdaus (2024). However, research specifically examining compliance with and violations of politeness principles among netizens on the KompasTV YouTube news channel is still limited. Therefore, this study aims to describe the forms of compliance with and violations of politeness principles among netizens in comments on the KompasTV YouTube channel.

LITERATURE REVIEW

Pragmatics

Pragmatics is a branch of linguistics that examines the meaning of utterances based on the context in which they are used (Indriani, 2012). According to George Yule (2014), pragmatics is the study of the meaning conveyed by speakers and interpreted by their interlocutors according to a specific context. This means that the meaning of an utterance is not only determined by the structure of the language but is also influenced by the situation, the purpose of the communication, and the relationship between the speaker and the interlocutor. In the context of digital communication, pragmatics is used to understand the meaning of language used by netizens in interactions on social media.

Principles of Linguistic Politeness

Language politeness is an important aspect in the study of pragmatics, relating to efforts to maintain harmonious social relationships through the use of polite language and respect for others. Putrayasa, in his book, *Pragmatics*, states that politeness can be considered a social contract operationalized in a communication contract or conversational contract. This statement demonstrates that linguistic politeness plays a crucial role in creating harmonious communication and maintaining good relationships between speakers and interlocutors.

According to Geoffrey Leech (1983), the principles of politeness consist of six maxims: the tact maxim, the generosity maxim, the approbation maxim, the modesty maxim, the agreement maxim, and the sympathy maxim. These six maxims are used to assess whether an utterance complies with or violates the principles of politeness. The principles of politeness serve as guidelines for building effective, courteous, and conflict-free communication.

In digital communication, the principles of politeness are often not optimally applied. Social media users tend to express their opinions more freely without considering the impact of their speech on others. As a result, various forms of politeness violations, such as insults, sarcasm, harsh criticism, and personal attacks, frequently arise in social media interactions.

Politeness in Social Media

Social media is a digital communication space that allows users to interact openly through posts, comments, and online discussions. However, freedom of

expression on social media often gives rise to various forms of language ethics violations, such as insults, sarcasm, harsh criticism, hate speech, and personal attacks. According to Risqiana (2023), netizen communication on social media tends to display impolite language and contain elements of insulting certain parties.

One platform that serves as a public interaction space is YouTube through its comments section. The comments section allows netizens to provide direct responses to a video, making it a relevant platform for observing language use in digital communication.

Theoretical Framework

This study uses Geoffrey Leech's theory of politeness principles as the analytical basis for identifying forms of compliance and violations of politeness in netizen comments on the KompasTV video "When Erick Thohir Laughed at Ahmad Dhani's Proposal on Naturalization during a Meeting at the House of Representatives." The analysis was conducted based on six politeness maxims to determine the tendencies of netizens' language use in digital communication.

METHODOLOGY

This study uses a qualitative descriptive design with a pragmatic approach. The research subjects were netizen comments on a KompasTV YouTube video entitled "When Erick Thohir Laughed at Ahmad Dhani's Proposal on Naturalization during a Meeting at the House of Representatives." The research object was the form of compliance and violation of the principles of politeness based on Geoffrey Leech's theory. The data collection method was carried out through documentation and note-taking techniques. The researcher collected netizen comments relevant to the research focus, then recorded and classified the data based on the form of compliance and violation of politeness. The research instrument was a data card used to identify the type of politeness maxim in each netizen comment. Data analysis was carried out descriptively qualitatively through three stages, namely data reduction, data presentation, and drawing conclusions.

RESULTS

This study analyzed netizen comments on a KompasTV video titled "When Erick Thohir Laughed at Ahmad Dhani's Proposal on Naturalization During a Meeting at the House of Representatives." The analysis revealed 135 utterances, consisting of 23 instances of compliance and 112 instances of violations of the principles of politeness.

Compliance with the principles of politeness was found across six maxims: the maxim of tact, the maxim of generosity, the maxim of appreciation, the maxim of humility, the maxim of agreement, and the maxim of sympathy. The most prevalent compliance was with the maxim of agreement, demonstrated through comments expressing support, agreement, and understanding of a particular opinion.

Meanwhile, violations of the principles of politeness were also found across all six maxims. The most predominant violation was the maxim of appreciation. This violation was characterized by the use of language such as

insults, sarcasm, harsh criticism, and demeaning expressions. This indicates that netizen communication on social media tends to be more expressive and less attentive to language etiquette.

Table 1. Distribution of Data on Compliance and Violation of the Principles of Politeness

No	Maxims of Politeness	Compliance	Violation
1	Wisdom	1	4
2	Generosity	2	3
3	appreciation	8	95
4	humility	1	3
5	Agreement	9	6
6	Sympathy	2	1
	Total	23	112

Based on Table 1, it can be seen that compliance with the principle of politeness was most frequently found in the maxim of agreement (9 items). This indicates that some netizens still express agreement and support for certain opinions in digital comment spaces.

On the other hand, the most prevalent violation of the principle of politeness was found in the maxim of appreciation (95 items). The high number of violations of this maxim indicates that netizen comments tend to be characterized by the use of impolite language, such as insults, sarcasm, harsh criticism, and forms of speech that demean others.

Overall, the results of the study indicate that netizen communication in YouTube comment sections is dominated by violations of the principle of politeness rather than adherence to it. This finding indicates that freedom of expression on social media has not been fully balanced with awareness of the importance of digital communication ethics.

DISCUSSION

The research results show that netizen comments on KompasTV videos are dominated by violations of politeness principles rather than adherence to them. Of the 135 speech data collected, there were 112 violations and 23 compliances. This finding suggests that netizen communication in the digital space tends to be more free and expressive, often ignoring language etiquette.

The most dominant adherence to politeness principles was found in the maxim of agreement. This suggests that some netizens still strive to maintain harmonious communication through comments expressing agreement, support, and understanding of certain opinions. This finding aligns with Geoffrey Leech's (1983) view that the maxim of agreement serves to maximize agreement and minimize conflict in social interactions.

On the other hand, the most dominant violation of politeness principles was found in the maxim of appreciation. This dominance of violations indicates that netizens tend to use language such as insults, sarcasm, harsh criticism, and demeaning expressions. The high number of violations of the maxim of

appreciation may be influenced by the characteristics of social media, which allows users to express their opinions freely without direct face-to-face interaction. This situation makes it easier for users to express negative emotions verbally.

The findings of this study align with those of Luh Putu Febry Yanti (2021), who found that violations of politeness outnumbered adherence to them in news comments on Facebook. Similar results were also found by Mei Fatmawati (2023), who demonstrated a predominance of violations of the maxims of appreciation and tact in digital communication. Therefore, this study reinforces previous findings that social media comment spaces tend to be communication arenas that pay little attention to the principles of politeness.

Overall, this study indicates that freedom of expression on social media has not been fully balanced with awareness of the importance of digital communication ethics. Therefore, increased digital literacy and awareness of polite language are needed to ensure healthier, more polite, and more constructive interactions on social media.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, netizens found compliance and violations of the principles of politeness in comments on the KompasTV video titled "When Erick Thohir Laughed at Ahmad Dhani's Proposal on Naturalization during a Meeting at the House of Representatives." The analysis showed that violations of the principles of politeness were more prevalent than compliance. The most prevalent compliance was found with the maxim of agreement, while the most predominant violations were with the maxim of appreciation.

The findings of this study indicate that netizen communication on social media tends to be characterized by the use of impolite language, such as insults, sarcasm, and harsh criticism. Therefore, the results of this study are expected to serve as a reference in the development of pragmatic studies, particularly regarding the principles of politeness in digital communication, and contribute to the understanding of netizen communication patterns on social media.

FURTHER STUDY

This research is limited by its focus on netizen comments on a single KompasTV video, which means the results cannot fully describe the patterns of netizen politeness in various digital communication contexts. Furthermore, this study only used Geoffrey Leech's theory of politeness principles as the basis for analysis.

Based on the data analysis, it was found that some netizen comments not only contained a single form of compliance or violation of politeness principles, but also contained more than one maxim within a single utterance. This demonstrates the complex and contextual nature of digital communication, allowing a single utterance to simultaneously contain both compliance and violation.

In this study, data were grouped based on the most dominant maxims appearing in the comments. Therefore, future research is recommended to use a broader range of research subjects, involving various social media platforms, and

conducting a more in-depth analysis of the possibility of multiple politeness maxims within a single utterance to more comprehensively understand the complexity of digital communication.

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