

## NETIZENS' POLITENESS IN PRABOWO SUBIANTO'S INSTAGRAM COMMENT COLUMN "DURING A STATE VISIT TO QATAR" APRIL 13, 2025

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### ABSTRACT

This research is motivated by a survey published by Kompas.com which states that the level of politeness of Indonesian netizens is the worst in Southeast Asia. The writer wants to find out more about whether it is true that such a level of politeness is true. The problem in this study is how the politeness of netizens is contained in Prabowo Subianto's Instagram comment column. The purpose of this study is to explore and elaborate the politeness of netizens contained in Prabowo Subianto's Instagram comment column. Referring to the principle of Leech's politeness, this study uses a qualitative approach and content analysis method. The data in this study is in the form of all polite and impolite speech in Prabowo Subianto's Instagram comment column. In this study, the source of data is Prabowo Subianto's Instagram comment column on the post "During a State Visit to Qatar" The data collection technique is documentation, reading and recording techniques. The data analysis technique of this study uses the following Bungin content analysis techniques: Coding, data classification, analyzing and looking for relationships, and draft reports. Based on the results of the study, 80 data were obtained with the following details. The maxim of wisdom obtained 13 manners and 5 immodesties, the maxim of generosity obtained 7 manners and 0 immodesties, the maxim of praise obtained 17 manners and 0 immodesties, the maxim of humility obtained 5 manners and 7 immodesties, the maxim of agreement obtained 6 manners and 0 immodesty and the maxim of sympathy obtained 20 manners and 0 immodesties. Based on the details of the data above, it can be concluded that the politeness of netizens on Prabowo Subianto's Instagram is predominantly polite, it can be said to be polite because they appreciate and uphold respect for others, especially state leaders.

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## INTRODUCTION

Humans are complex and unique creatures, with the ability to think, feel and act. As social beings, humans have a need to communicate with others and build meaningful relationships. Through social interaction, humans can meet their emotional and psychological needs, as well as gain valuable knowledge and experience. The communication tool used is language.

Language is used to build and maintain relationships between individuals and groups. Language can be used to convey messages, influence others and build trust. Thus, language is a very important aspect of human life, allowing us to communicate and interact with others. In order for the message conveyed to be conveyed properly, it is necessary to study linguistics, namely linguistics, language science has several branches including pragmatics.

Pragmatics is the study of how language is used in social contexts to achieve communicative goals, the study of how speakers and speech partners use language to convey meaning and achieve goals, as well as how social and cultural contexts affect language use. According to (S. Mami, Adrias, 2021) Pragmatics is the study of the relationships between language and context that are grammatically coded, or encoded in the structure of language. Pragmatics has several branches of science, namely speech acts, implications, presuppositions, and language politeness. By studying these branches of pragmatic science we can understand how language is used in various social contexts and how we can communicate effectively, especially in the pragmatic branch of science about linguistic politeness.

Language politeness is the ability to use language that is polite, respectful and appropriate and in accordance with social and cultural norms. Language politeness is the way we speak or convey things politely, respect the feelings of others, and adapt words to the situation and who our interlocutor is. This is important so that communication runs well, is not offensive, and still maintains a harmonious relationship. The public must pay attention to manners in speaking so as not to use words that offend the feelings or honor of others. Meanwhile (Salsabil & Ningsih, 2023) concludes that politeness is an effort to achieve the goal of communication carried out by the speaker by keeping the face of the opponent. Politeness is used as a tool that indicates awareness of the opponent's face (Yule, 2006).

In terms of the principle of politeness, Leech explained the theory of the principle of unity (politeness principles) in six maxims, which are as follows: (1) Maxims of wisdom (*tact maxim*), i.e. "Make the losses of others as small as possible and make the profits of others as great as possible". (2) Maxim of generosity (*Generosity maxim*), namely "Make your own gains as small as possible and make your own losses as big as possible". (3) Maxim of praise (*Maxim approval*) i.e. "Condemn others as little as possible and praise others as much as possible". (4) Maxim of humility (*modesty maxim*), i.e. "Praise yourself as little as possible and criticize yourself as much as possible". (5) Maximum agreement (*agreement maxim*), namely "Try to make disagreements between yourself and others as few as possible and try to make as many agreements between yourself and others as possible". (6) The sympathy maxim is "Reduce the sense of anti-certainty between yourself and others as little as possible and increase the sense of sympathy as much as possible between yourself and others.

Social media is a place or platform on the internet that people use to communicate, share information, and interact with each other, whether in the form of writing, photos, videos, or voice. Social media has both positive and negative impacts. On the one hand, social media facilitates communication, access to information, and network expansion. According to Karina in (Fatmawati et al., 2023), communication on social media is not limited by space, distance, and time, and is even able to eliminate differences in social status that sometimes hinder communication activities. However, on the other hand, social media can also cause addiction, the spread of hoaxes, privacy issues, and mental health disorders. According to (Syamsuddin 2022) online media, users can easily participate, share, and create content including blogs, social networks, wikis, forums. According to [kompas.id](http://kompas.id), the politeness of netizens on social media is the worst in Southeast Asia. This can be proven from the results of the research that the level of politeness of netizens has deteriorated to 79 points. One of the social media is Instagram. Instagram is a social media application that is used to visually share photos, videos, and stories with others. In it, users can follow each other, give likes, comments, and send messages. Instagram is also often used to express yourself, promote your business, or simply share everyday moments. The use of Instagram comes from various circles, one of which is Prabowo Subianto who is the President of the Republic of Indonesia.

Prabowo Subianto created an Instagram account to listen directly to the aspirations of the public, besides that the Instagram account was also made to upload all activities as president. On Prabowo Subianto's Instagram account, there are a lot of comments on each of his posts. Comments were submitted from various circles, ranging from parents, students, teachers, students and others. The use of language in it varies, there is polite language, there is also impolite language. As netizens we are allowed to give comments and criticisms but we must also pay attention to politeness, we can contribute to a positive and supportive online environment and avoid legal risks that can arise from violations of the ITE Law. Indonesia is the closest person to politeness, but the reality is that there are many cases of netizens who break this speech. This can be proven in the following example, an example of politeness in language contained in the comment column on Prabowo Subianto's post on April 13, 2025 which affects the dignity and dignity of Prabowo Subianto who is the President of the Republic of Indonesia.

The author chose Mr. Prabowo Subianto's Instagram comment as research material, because the first time Prabowo Subianto was the President of the Republic of Indonesia. Second, it is a public account that is officially created to upload the President's activities and agendas transparently and directly to the public. Third, the news uploaded is very up-to-date. Fourth, the Instagram comment has an interesting quality in terms of pragmatic and linguistic context, the author chose Instagram as research material because Instagram has more followers. Each information uploaded invites many responses and comments from readers who provide comments from various age and educational backgrounds, to give rise to various comments with varied language, these responses can be polite and also less polite language. These reasons are what attracted the author to be used as a source of data in research related to Mr. Prabowo Subianto's Instagram comment column.

## RESEARCH METHODS

This study uses a qualitative approach. According to (Cresweel and Poth 2022) a qualitative approach is an approach used to understand the meaning given by an individual or group to a phenomenon or problem, the focus is not on numbers but on meaning, experience and human interpretation. In this case, the author will analyze the politeness of language in Prabowo Subianto's Instagram comment column "During a State Visit to Qatar" on April 13, 2025.

The research used in this study is the content analysis method. According to (Bungin, 2018) the content analysis method is a research technique to make inferences that can be replicated, and the data is valid by paying attention to the context. Content analysis is related to communication or the content of communication. In qualitative research, content analysis is emphasized on how the researcher sees the content of communication qualitatively, and how the researcher interprets the content of communication, reads symbols and interprets the content of symbolic interactions that occur in communication. In this study, the author uses a content analysis whose data is obtained from polite and impolite speech in the comment column of Prabowo Subianto's Instagram in the main comment on the post "On a State Visit in Qatar" on April 13, 2025. The data collection technique in this study, namely the documentation technique, is a technique for taking evidence in the form of images, sounds, writings and so on. Then the reading technique, which is a technique to read the words or language contained in Prabowo Subianto's Instagram comment column. The last technique is the recording technique, which is a technique used to record data that has been collected from the results of reading techniques, or by recording events that have passed.

The identification stage is carried out by selecting all transcription speeches that contain the principle of linguistic politeness. Each speech is examined based on the context in which the speech appears. Then the classification stage is carried out by grouping 5 principles of language politeness, namely the maxim of *wisdom (tact maxim)*, the maxim of *generosity (generosity maxim)*, the maxim of praise (*approbation maxim*), the maxim of *modesty (modesty maxim)*, the maxim of agreement (*agreement maxim*). The next stage is analysis, the analysis stage is carried out to search and compile by tapping, that is, the researcher in an effort to get data is done by tapping on the use of a person's language by seeing, listening and listening carefully from all speech in Prabowo Subianto's Instagram comment column. Data validity is necessary to obtain valid and valid data. According to Sugiyono (2021:487), the data findings can be declared valid if there is no difference between what the researcher reported and what actually happened to the object being studied. For this reason, the validity test in this study can be carried out in the following

ways, namely *credibility*, *transferability*, *dependability*, and *confirmability*. *Credibility* is a validity test by showing accurate data and the correctness of data collected and analyzed since the beginning of the research, *Transferability* is an external validity in qualitative research that refers to the results of research that can be understood by the reader, *dependability* is carried out by auditing the entire research process. In this study, the author conducted an examination with the supervisor to check the overall activities carried out by the author during the research process, the last data validity test is the confirmability test. Testing *confirmability* means praising the results of research that are associated with the process carried out. If the results of the research are a function of the research process carried out, then the research has complied with *confirmability*.

## RESULT AND DISCUSSION

This research obtained the results of 80 data on netizens' comments related to the context. Based on this data, the researcher grouped the data into 6 categories of Leech's maximum politeness. After categorization, the researcher analyzed the data to measure the level of politeness of the netizen's speech. As an explanatory picture, the following.

**1. Table of Speech Analysis Results in @Prabowo Subianto's Instagram Comment Column.**

DATA	M1		M2		M3		M4		M5		M6	
	Manners	TS	S	TS	S	TS	S	TS	S	TS	S	TS
80	13	0	7	0	17	0	5	7	6	0	20	0
TOTAL	80 DATA											

Based on Table 1, the research on politeness in the language of netizens in the Instagram comment column @Prabowo the post "In a State Visit in Qatar" obtained the results of an analysis with a total of 80 data (68 polite, 12 rude). Researchers found that each 1 speech data can be classified into several categories of manners. The maxim of wisdom obtained 13 manners and 5 immodesties, the maxim of generosity obtained 7 manners and 0 immodesties, the maxim of praise obtained 7 manners and 0 immodesties, the maxim of humility obtained 5 manners and 7 immodesties, the maxim of agreement obtained 6 manners and 0 immodesty and the maxim of sympathy obtained 20 immodest manners.

## DISCUSSION

### Maksim Kebijaksanaan (*Tact Maxim*)

The form of the maxim of wisdom or the maxim of wisdom is to pay more attention to a wise attitude. Meanwhile, according to Leech, this maxim wisdom should be that the speaker should reduce the losses of others as little as possible and maximize the profits of others as much as possible

#### Wisdom maximal data

This speech incident occurred in the Instagram comment column of @Prabowo Subianto. @Prabowo uploaded a post with the theme "On a state visit to Qatar". Posted on April 13, 2025.

@nisaxx: "Sir, if you want to play to my place, you are disguised, let's see the performance of the traffic police"

Based on speech 1 included in the maxim of wisdom, this speech is categorized as polite because it uses the expression "if you please" which shows a polite and non-coercive attitude. The speaker conveys a subtle invitation so that the opponent does not feel burdened. This is in accordance with the principle of minimizing losses for others and maximizing profits for others.

@praxxx: "I have been traveling abroad for a long time, but there are still a lot of people in the United States. It's just a matter of imagination."

Based on the above speech, it is included in the violation of the maxim of wisdom, comments are categorized as impolite because they criticize in a direct way, corner, and harm the image of the intended party (Prabowo) with words such as "useless" and "just imagery". The speech does not try to reduce the negative impact on the opponent so

that it violates the principle of wisdom in politeness in language. In the above speech, the speaker should reduce the losses of others as little as possible and maximize the profits of others as much as possible.

#### **Maxim of generosity**

The maxim of generosity is a maxim that requires the participants to be expected to respect others. Respect for others can be done by making the artistic self-worth as small as possible and making the greatest possible self-loss.

#### **Maximal data of generosity**

This speech incident occurred in the Instagram comment column of @Prabowo Subianto. @Prabowo uploaded a post with the theme "On a state visit to Qatar". Posted on April 13, 2025.

@alinxx: "We the people are ready to support and contribute to the progress of the country"

In the speech above, it is included in the maxim of generosity, speech is categorized as polite because the speaker shows a willingness to provide support and contribution for the common good without emphasizing personal gain, this is evidenced by the speech "ready to support and contribute" this is in accordance with the principle of language politeness, namely the speech participants are expected to respect others. Respect for others can be done by making the artistic self-worth as small as possible and making the greatest possible self-loss.

@sisxxx: "Sir, we as the people will continue to pray and support your steps for the progress of the nation"

In the above speech, it is included in the maxim of generosity in the polite category, categorized as polite because the speaker shows the provision of moral support and prayer which is a form of contribution to other parties, this reflects the attitude of benefiting others. This is in accordance with the principle of language politeness, namely the speech participants are expected to respect others. Respect for others can be done by making the artistic self-harm as small as possible and making the greatest possible self-harm

#### **Maxim Pujian**

The maxim of praise expresses something positive about someone sincerely and honestly. According to Leech, the maxim of praise is to criticize others a little and praise others as much as possible.

#### **Maximal praise data**

This speech incident occurred in the Instagram comment column of @Prabowo Subianto. @Prabowo uploaded a post with the theme "On a state visit to Qatar". Posted on April 13, 2025.

@kamalxxx "My best president" ❤️

In the above speech, it is included in the maxim of praise in the polite category, categorized as polite because it expresses praise directly to the president using the word "best" which is a form of appreciation or high appreciation. There is no element of criticism or negative judgment. This is in accordance with the principle of language politeness, which is to criticize others a little and praise others as much as possible.

@humaxx "Congratulations, Sir, your dream of becoming president has been realized, even the 58% of the people who helped realize it are not in vain fighting from the past to become president, sir."

In the above speech, it is included in the maxim of praise in the polite category, categorized as polite because the speaker congratulates him on his success in becoming president, this can be proven by the word "congratulations, sir" recognition of the struggle carried out. A positive tone and respect and the success of the intended figure. Because the content of the comment flatters and appreciates someone's success. This is in accordance with the principle of language politeness, which is to criticize others a little and praise others as much as possible.

#### **Maxim humility**

The maxim of humility is the maxim that expects the participants to be humble by praising themselves as little as possible and criticizing themselves as much as possible.

#### **Maximum data of humility**

This speech incident occurred in the Instagram comment column of @Prabowo Subianto. @Prabowo uploaded a post with the theme "On a state visit to Qatar". Posted on April 13, 2025.

@rahmatxx "As a small people, I can only pray from afar, sir."

In the above speech, including the maxim of humility, the category of politeness, is categorized as polite because the speaker shows a humble attitude and does not elevate his own role, this can be proven by the word "I am

as a small people" indicating that the speaker places himself as an ordinary person who does not have power or high position. This expression reflects a humble attitude in communicating. This is in accordance with the principle of language politeness, namely speech participants can be humble by praising themselves as little as possible and criticizing themselves as much as possible.

@rizkyxxx "If I were the president, this visit to Qatar would have resulted in much greater cooperation

In the above speech, it is included in the violation of the maxim of humility, categorized as impolite because the speaker exalts his own abilities by saying that he can produce better cooperation if he becomes president. The speaker does not show a humble attitude and instead prides himself. So the speech does not comply with the principle of politeness in language at the maxim of generosity. This is said to be impolite because it is not in accordance with the principle of language politeness, which is expected that the speech participants can be humble by praising themselves as little as possible and criticizing themselves as much as possible.

#### **Maximum agreement**

The maxim of agreement is the maxim that seeks to make the agreement between oneself and others as little as possible, and the agreement between oneself and others occurs as much as possible.

#### **Maximum agreement data**

@fadxx "That's right, sir, good relations with other countries must be maintained"

In the above speech, it is included in the maxim of agreement in the polite category, it is said to be polite because the speaker shows a strong form of agreement, this is evidenced by the word "very true, sir", in addition to the sentence "good relations with other countries must be maintained, strengthen the attitude of agreement by affirming that diplomacy and international cooperation are important for relations between countries. This is in accordance with the principle of language politeness, which is to try to make as little agreement between yourself and others as possible, and agreement between yourself and others occurs as much as possible.

@syarifxxx "I refuse to accept the people of Gaza, sir, if you take the citizens of Gaza you will take over the Palestinians with Israel.

In the above speech, it is included in the violation of the maximum agreement of the category of impoliteness, in the word impolite because the speaker directly expresses the rejection through the expression "I reject the people of Gaza" this speech shows disagreement with the possible government policy regarding the acceptance of Gaza citizens. This is not in accordance with the principle of language politeness because it does not try to make as little agreement between yourself and others as possible, and agreement between yourself and others occurs as much as possible.

#### **Maksim sympathetic**

The maximum sympathy is expected so that speech participants can reduce the sense of anti-certainty between themselves and others as little as possible and increase the sympathy as much as possible between themselves and others.

#### **Date maksim sympathetic**

This speech incident occurred in the Instagram comment column of @Prabowo Subianto. @Prabowo uploaded a post with the theme "On a state visit to Qatar". Posted on April 13, 2025.

@rinxx "All affairs are facilitated, everything is healthy, sir."

In the above speech, it is included in the maxim of sympathy in the polite category, in which it is said to be polite because In the comment, the speaker conveyed prayers and good wishes to Prabowo Subianto, namely that all his affairs are facilitated and always healthy. Expressions such as "all affairs are facilitated" and "all are healthy" show concern and moral support for the intended person. The comment does not contain criticism or negative judgment, but rather an expression of prayer and good wishes, which are the main characteristics of the maxim of sympathy. This is in accordance with the principle of language politeness, which is expected so that speech participants can reduce the sense of anticertainty between themselves and others as little as possible and increase the sense of sympathy as much as possible between themselves and others.

@mymxx "Be healthy, sir, you don't need to be heard by people who speak ill of you."

In the above speech, it is included in the maxim of sympathy in the polite category, in the polite category because the speaker shows \*concern and moral support\* to Prabowo Subianto. This can be seen from the expression "healthy, sir" which is a prayer and good wishes. In addition, the sentence "don't listen to people who speak badly" shows emotional support so that he is not affected by negative comments from others. The expression reflects the speaker's sympathy and partiality towards the intended person.

## CONCLUSION

Based on the results of the analysis and discussion of netizens' language politeness in the comment column of Prabowo Subianto's Instagram in a post during a state visit in Qatar, it was found that all speeches amounted to 80 speeches that were included in the maxim of politeness according to Leech, each of which was found to be polite and impolite, at the maxim of wisdom was found 13 polite speeches and 5 impolite speeches, Maxim of generosity 7 of polite speech and 0 impoliteness, maxim of praise 17 polite and 0 impolite, maxim of humility 5 and 7 impolite, maxim of agreement 6 polite and 0 impolite and maximum sympathy 20 polite and 0 impolite. The results of this research are the most commonly found, namely the maxim of wisdom, because it is related to the post uploaded by Prabowo Subianto regarding "On a State Visit in Qatar" which caused aspirations from netizens to voice their hearts and thoughts. Netizens are categorized as polite because social media is a public space that reflects public communication ethics. Polite comments show that people are able to express opinions in a civilized manner without degrading or offending other parties. In addition, politeness helps to keep the discussion atmosphere healthy so that differences of opinion can be conveyed properly. The manners of the juiga reflect the manners of the Indonesian people who uphold respect for others, especially state leaders.

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