

Investigating Politeness Strategies Among Native Indonesian Speakers During Presidential Candidate Debate: A Cyberpragmatic Study

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Article information	Abstract
DOI : 10.25077/jds.2.2.128-141.2025 Correspondence : tri.pujiati@trunojoyo.ac.id	Politeness on social media is an important on speaking in the cyberspace. Language speech in cyberspace needs to receive attention so that the language used can be accepted among society, especially in Indonesia who are oriented towards Eastern culture with the politeness be the important issue to be discussed. Studies on media related to politeness strategies using the Cyberpragmatic approach in presidential candidate debates is still rarely to conduct especially the research that provided the role of context such as speaker cultural background and condition influencing the expression of utterance. To adress this gap, our research with a qualitative descriptive design seeks to see the impression of politeness strategies used by native Indonesian speaker in Twitter during the fourth of 2024 presidential candidate debate. Our findings revealed that the use of politeness strategies was found give the impression that the choice of politeness strategies in commenting on social media needs to be considered among the native Indonesian speaker when using social media so that the speech conveyed does not cause controversy and can be accepted by other language users involved in virtual communication which in return helps to build quality relationships and keeps them as Indonesian which have good at attitude, communicative competence, and beliefs.
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INTRODUCTION

The internet has developed rapidly, accompanying technological advances in this world (Santoso & Karim, 2023). One of the uses of the internet in cyberspace that is currently being widely discussed is social media. Social media users have grown in all corners of the country (Locher, 2013). Social media can be used to communicate and collaborate between users virtually (Buchholz, DeHart, & Moorman, 2020 ; Istiani & Islamy, 2020; Puspitarini & Nuraeni, 2019; Siregar, 2022). Not only that, social media also makes it easier for someone to convey their thoughts or ideas virtually (Suryani, Istianingrum, & Hanik, 2021)

Language used virtually also pays attention to the function of language, like the factual community (Leech, 2014). Therefore, to understand the use of speech in virtual communication, it is necessary to understand the context behind the speech (Goddard, 2009; Rahardi, 2018). Speech is a product of verbal actions carried out by someone to express something (Rahardi, 2019; Setyaningsih & Rahardi, 2019). In social interactions, the virtual use of language exists to provide a social function and create good relationships among users both horizontally and vertically (Pranowo, 2020). One of them can be seen through the use of language in the form of tweets used by netizens as native Indonesian speakers on the social media platform Twitter. Tweets found on the Twitter platform containing interesting language expressions to be researched, especially by using a Cyberpragmatic approach.

Cyberpragmatic approach is a development of the linguistics discipline that seeks to answer society's

needs regarding the use of language in cyberspace. Cyberpragmatics was born from a combination of pragmatics and digital technology (Rahardi, 2020). The object of study using this scientific approach can be through the use of social media which one of which is Twitter (Yus, 2011). Twitter was chosen as the object of study because this media has around 19.5 million users, and Indonesia is one of the five largest users in the world (Rosyida & Siroj 2021). This research begins with the findings of previous research, which found that there was hatred carried out by netizens through tweets on Twitter (Ayupradani et al, 2021; Fadhlurrohman, 2021; Maulana & Mulyadi, 2021). The results of this previous research then be the starting point for conducting a study of politeness with Twitter as the object of the study.

The phenomenon of language use on Twitter is indeed very interesting to study, especially with the development of the internet, which is easily accessible to the public. In tweets on Twitter, users usually create hashtags (#) to make it easier to disseminate information via Twitter (Maulana & Mulyadi, 2021). One of the interesting language phenomena to be researched is the presence and the use of politeness at specific important moments, one of which is the 2024 presidential candidate debate.

The Indonesian 2024 general election provides a new milestone and color in the world with the presence of social media. Social media can be used as a vehicle to increase the popularity of presidential candidates (Stieglitz & Dang-Xuan, 2013). Many social media users have also shown their support for the presidential candidate through their tweets. On Twitter, the use of language by netizens can be traced through the top comments with the highest number of likes on Twitter.

The problem that needs to be discussed in this research is the use of politeness strategies by native Indonesian speakers in providing comments during the 2024 presidential candidate debate. The phenomenon of language in cyberspace is interesting to study, especially the studies that focus on the speech delivered in cyberspace, which is considered a polite utterance by the virtual community. Research related to politeness strategies was conducted before (Syah, 2017; Syaifudin, 2017; Tri & Gunawan 2018; Prayitno, et al., 2018; Sibarani & Marlina, 2018; Nurmawati, Atmowardoyo, & Weda 2019; Rahayuningsih, Saleh, & Fitriati 2020; Sartika & Ambalegin 2020; Yuniarti, Natsir, & Setyowati 2020; Wati & Puspani 2020). Based on previous research, the research related to politeness using the Cyberpragmatics approach has not been carried out by many previous researchers. This research attempts to fill the gap in previous research by using the social media platform Twitter as the research data. The tweets that were created among native Indonesian speakers who were included in the data are the top comments on Twitter during the presidential candidate debate on February 4, 2024.

This research attempts to investigate the use of politeness strategies among native Indonesian speakers when providing comments on the 4th presidential candidate debate. When giving comments, there are politeness strategies used by netizens when making tweets on social media, which are known to the wider public. The urgency of this research is an effort to provide an overview of the politeness strategies used by native Indonesian speakers in cyberspace when making comments according to the context behind the speech, including the author's background as an Eastern person.

Many studies have been done before on analyzing the language use in social media. Some of the previous studies conducted by Ayupradani et.al, 2021; Fadhlurrohman, 2021; Maulana & Mulyadi, 2021. The research discussed the language expressions used among native Indonesians, which showed that a lot of hate speech is conveyed via social media, especially Twitter. This hate speech is often found when someone posts or replies to netizen comments. Different from the results from the previous study, in this study, the positive and polite utterances are represented. The remarks made on Twitter's Top Comments during the fourth 2024 Presidential Candidate debate gave a new color to the world of politics. People are looking smarter at choosing words or expressions that are more positive and polite.

In this research, data was found for 20 top comments that have so many likes, which means that many Indonesians like or agree with the speech or posts used by the speaker, who is a Native Indonesian.

It can be seen that account owners who get thousands of likes from Indonesians are the speakers who use polite language strategies that are adapted to the context behind which the statement occurs. The results of this research prove that there are appropriate strategies used by native Indonesian speakers in making tweets on Twitter.

METHODS

The present study is a qualitative descriptive design carried out to investigate the use of cyber politeness strategies through tweets on the social media platform Twitter. This research seeks to uncover social phenomena related to language politeness strategies in native Indonesian speakers' speech (Creswell, 2019; Dogan, Dogan, & Celik, 2021). The revealed phenomenon observed in this research is a phenomenon in a case study of language use on social media, Twitter. This is a factual phenomenon regarding a particular case study. Therefore, the comments created by native Indonesian speakers, which also reflect virtual communication conveyed via tweets on Twitter, are regarding the fourth presidential candidate debate in 2024 (Hancock, Algozzine, & Lim, 2021)

This study adopted Tweets in the form of top comments on the Twitter platform during the 2024 Presidential Candidate Debate, which took place on February 4, 2024, as the data. The study implemented random sampling techniques, which selected 20 pieces of data that represent the transmission units or utterances that consisted of polite language strategies on Twitter. Twitter was chosen as the object of study because this social media platform is widely used by the public. Apart from that, many tweets were found that were interesting to look at from the perspective of language politeness. On collecting the data, the study adopted documentation that has been published by Droneemprit Publication (<https://pers.droneemprit.id/>), which has been grouped into top comment data based on the results of data processing. Importantly, all user identities visible in the tweet screenshots were censored or anonymized to protect user privacy and ensure ethical data handling. This step ensured that no personal identifiers or usernames were disclosed in the analysis or reporting of the data.

The data in this study were analyzed by using referential identity (Sudaryanto, 2015), extra-lingual interactive models (Sudaryanto, 2015), and politeness strategies (Brown & Levinson, 1987). Referential identity is used to analyze the use of utterances in cyberspace in this context, tweets on Twitter. While using extra lingual interactive modes is implemented to see the context behind communication in cyberspace. Then, the use of politeness strategy theory from Brown & Levinson (1987) was carried out to analyze the politeness strategies used by native Indonesian speakers regarding the 2024 presidential candidate debate. The analysis of language speech on social media using a cyberpragmatic approach was carried out as an effort to investigate language use. The cyberpragmatic approach applied two aspects: (1) utterances; (2) the context behind virtual communication, which can be decided as polite or impolite language use.

RESULTS

Generally, politeness strategies with the FTAs, which are positive politeness strategies and off-record strategies, are displayed more than the do-not-do-FTA strategy, the bald-on-record strategy, and the negative politeness strategy. To describe further, consider the following sub-section.

Table 2. Politeness Strategy on Twitter's of Native Indonesian Speaker Top Comments

No.	Strategy Type	Frequency	Percentage
1	Positive politeness	7	35%
2	Off record	6	30%
3	Do not do FTA	3	15%
4	Bald on Record	3	15%
5	Negative politeness	1	5%
Total		20	100%

Choosing a positive politeness strategy is an effort to reduce threats to face by showing a positive attitude, praise, or approval towards the person who you are talking to. The use of this strategy was found in 7 data or 35%. These findings prove that choosing positive politeness strategies is used to provide a positive attitude towards others who read the comments. This politeness strategy was created as a strategy for conveying utterances in cyberspace so that the speech made does not offend other parties.

Beside of that, the results also show that; (1) there are 6 data or 30% of the data using the off record strategy. This strategy indicated used by netizens to reduce threats to the speaker's face by giving instructions or hints without directly making requests or statements to interlocutors or comment readers on Twitter. (2) 3 data or 15% of utterances were found that used politeness strategy "do not do FTA". This indicated that the speaker does not take actions that could threaten the self-esteem (face) of the interlocutor. This strategy is used by netizens to convey direct criticism of the 2024 presidential candidate debate without offended any parties by tweets made. (3) 3 data or 15% of this research data used the politeness strategy "Bald on Record". This strategy is carried out to reduce threats to the face of the interlocutor. (4) strategy that was least frequently found was the use of negative politeness strategies. There are 2 data or 10% of data that use this strategy. This strategy serves to show appreciation for netizens and avoid conflicts with netizens, especially with netizens who have different choices in the 2024 presidential election.

Positive Politeness Strategy

Positive politeness strategies are used by native Indonesian speaker in responding to the 2024 presidential candidate debate through top tweets comments on Twitter. This strategy is used to reduce threats to face by showing a positive attitude, praise, or approval towards the person you are talking to.



Data D.02

Linguistic sign

By using group identity marker "guys"

Semangat guys@aniesbaswedan@ganjarpranowo

(Keep it up guys @aniesbaswedan@ganjarpranowo)

Context:

This utterance appeared to provide encouragement to Mr. Anies and Mr. Ganjar who are taking part in the 2024 Presidential Candidate Debate

Evidence of utterance contained in data D.02 "Semangatguys@aniesbaswedan@ganjarpranowo" obtained from @sczeve comments. This utterance shows the use of positive politeness strategies. The words spoken by the owner of the @sczeve account, who acted as a speaker in this context, wanted to provide encouragement to Mr. Anies Baswedan and Mr. Ganjar Pranowo, who were taking part in the presidential candidate debate at that time. The account owner uses a specific group marker with the nickname "guys," which refers to a specific group and shows intimacy. The use of the marker "guys" in virtual communication via Twitter is often found to encourage other people. In this data, it can be seen that the owner of the @sczeve account is encouraging the two candidates. He intended to ask the two candidates to be enthusiastic about the debate that was currently taking place. The use of the identity marker "guys" in virtual communication, such as speech, can be categorized into the polite category by using a positive politeness marker (Onn 2018; Maros & Rosli, 2017). By using the marker "guys", the speaker tries to show his solidarity with the interlocutor through the account @aniesbaswedan@ganjarpranowo. From the relational clues and also the context behind the occurrence of the utterance and the use of speech on Twitter, it can be concluded that the produced utterance is included in the category of polite in communicating in cyberspace. The utterance contains positive enthusiasm for the candidate pairs who are taking part in the debate.



Data D.07

Linguistic sign

Using group markers and giving a praise involved in activities

- Guys...we make it to the number 1 Indonesia’s trending
- We are going stronger than ever!! Tell them now and keep dropping the tags!
- ABAH ANIES ROCKS DEBAT

Context:

Mr. Anies Baswedan conveyed his vision and mission very firmly. He was also able to answer his opponents’ questions well

The statement D.07 “Guys...we made it to number 1 Indonesia’s trending, We are going stronger than ever!! Tell them now and keep dropping the tags! ABAH ANIES ROCKS DEBAT” is an example of using positive politeness strategies. The context of this speech is the speech delivered by Mr. Anies Baswedan during the debate, which was considered very good and enthusiastic. In this data, the positive politeness strategies are characterized by the use of a group identity, namely “guys”. This group marker is often used in virtual communication as a form of invitation so that this debate can become trending. Not only that, there is an invitation involved here which is marked by the use of the pronoun “we” which functions to invite all Twitter users who see this comment to make it a trending topic for the fourth presidential candidate debate. In the data, there is also praise for Mr. Anies written in capital letters, “ABAH ANIES ROCKS DEBAT. This tweet is a sign that the owner of the @olpproject account supports candidate pair number 1. The relationship between the @olpproject account users who are supporters of candidate pair 01, conveyed that the utterance has a positive meaning. The utterance conveyed by the owner of this account is included in the category of polite speech in virtual communication activities.



Data D.08

Linguistic sign

Using compliments to increase the self-esteem of the interlocutor

Anies clarifies that we don't help people with disability, "Help is charity. It's about fulfilling their basic human rights equally

Context:

Anies Baswedan said that helping people with disabilities is not charity but fulfilling human rights.

In data D.08, there is an utterance that shows praise for Anies Baswedan. “Anies clarifies that we don’t help people with disabilities. “Help is charity. It’s about fulfilling their basic human rights equally”.

The utterance is delivered by using a positive politeness strategy, which is marked by praise given by the speaker, namely the @margianta account to Mr Anies Baswedan. The user of the @margianta account, which received 41.8 thousand likes, tried to praise Anies Baswedan. The context behind the expression of the utterance emerged when Anies Baswedan said that helping people with disabilities is not charity, but fulfilling human rights. The utterance can fall into the category of polite speech in virtual communication.

Off Record Strategy

This strategy is used by netizens to reduce threats to users' faces by providing hints or without directly making requests or giving statements to readers on Twitter. The following is an example:



Data D.01

Linguistic sign

Giving instructions without directly making a request

- *pak anies bahas cat calling itu pelecehan sama bahas daycare untuk ibu pekerja...miss girlies...we have some hopes.... Bismillah*
- Pak Anies discusses cat calling as harassment and discusses about daycare for working mothers...miss girlies...we have some hopes... Bismillah

Context:

Mr Anies Baswedan discussed the issue of sexual harassment against women in the 4th presidential candidate debate

In data D.01, there is an utterance delivered by the owner of the @hunmanity account who uses an indirect utterance using an off-record strategy. The utterance can be seen in “pak anies bahas cat calling itu pelecehan sama bahasa daycare untuk ibu pekerja...miss girlies...we have some hopes.... Bismillah”. The utterance, which received 83.7 thousand likes, contains the hope that if the 01 candidate is elected as president, there will be no more cases of harassment. There will also be daycare facilities for working mothers.

The @humanity account is identified with the name Dita. This account tries to convey her hope that the cases of harassment against women can be prevented. She also hopes that children who have working mothers can be placed in daycare. The use of indirect strategies is characterized by the statement, “we have some hopes.” This speech contains the hope that candidate number 01 can realize the hopes of women who work as working women so that they feel safe from harassment and also keep their children safe in care by daycare. The off-record politeness strategy used by the @humanity account is included in the polite language category in communicating virtually.



Data D.05

Linguistic sign

Giving instructions or hints without directly making a request or statement

- *“Bila membutuhkan bansos sesuai kebutuhan diberikan bansos plus bukan bansos untuk kepentingan pribadi”*
Senggol Gasss
- “If you need social assistance according to your needs, you will be given social assistance plus not social assistance for personal needs”
Senggol Gasss

Context:

Pak Prabowo conveyed in the 4th Presidential Candidate debate that the handling of stunting can be overcome by the giving of the free meal program.

In data D.05 above, there is the use of an off-record strategy, which is characterized by indirect speech by providing instructions. This can be seen from the presence of instructions without making a direct statement. This statement can be identified from the following statement “If you need social assistance according to your needs, you will be given social assistance plus, not social assistance for personal interests.”

In this statement, it can be seen that the @Riweh_Ba account provided input to Candidate 02 that social assistance could be given according to needs, not for personal gain. The owner of this account makes a subtle suggestion that the aim of social assistance is for the general public. The utterance conveyed included polite language, although at the end of the tweet, a joke was made, “Senggol gasss” which means nudging supporters of 02 candidate regarding social assistance funds.

Do Not Do FTA Strategy

The choice of the politeness strategy “do not do FTA” is carried out by the speaker by not taking actions that could threaten the face of the interlocutor.



Data D.11

Linguistic sign

Avoiding direct criticism or requests that are too pushy

- *Bersama prabowo, menuju Indonesia mukbang*
- Together with Prabowo, we are heading to Indonesia Mukbang

Context:

Pak Prabowo Subianto discusses free lunches during the 2024 presidential candidate debate often.

In D.11, there is a statement delivered by the @makmum account that uses the do not do FTA strategy. The use of this strategy is characterized by the absence of a tendency to threaten the addressee's face through indirect criticism. The speaker uses the statement, “Bersama prabowo, menuju Indonesia mukbang”.

The utterance conveyed uses indirect criticism. In this context, the speaker avoided making direct criticism by saying that if Prabowo wins, then the Indonesian people can have a mukbang (eating together in front of the camera). This was said by the speaker in the context of the debate, where presidential candidate number 02 always discussed free lunch. The utterance is included in the category of polite utterances in virtual communication activities.

Bald On Record Strategy

This strategy was carried out as an effort to reduce threats from hearers who hear or read tweets on Twitter. This strategy is carried out by speakers with using a direct strategy without further hedging.



Data D.04

Linguistic sign

Requests are submitted directly through language expression

- *Humanies!!!Drop the tags now!*

Context:

The expression appeared in the form of encouragement and support for Candidate 01. The speaker asking Anies supporters (Humanies) to put up tags.

Data D.04 is an example of using the bald on record politeness strategy. This strategy is used by speakers who use direct strategies. In the D.03, it can be seen that the speaker delivered a speech that was adapted to the context, which is to provide support for candidate 01. In the statement, “Humanies!!! Drop the tags now!”, it can be seen that the @olpproject account asked Twitter users who support Anies

Baswedan to post hashtags related to Anies as much as they can. The utterance was delivered directly, which served to ask netizens who use Twitter to support this action and take action as instructed by the owner of the @olpproject account. The utterance is included in the polite category when it is used in communicating in cyberspace.

Negative Politeness Strategy

Negative politeness strategy serves to show appreciation to netizens and to avoid a conflict. The following is an example of data found regarding the use of a negative politeness strategy.



Data D.11

Linguistic sign

Speakers use indirect requests and show politeness and respect by asking for permission or giving reasons

- *Saran saya gimana kalau ngelobi pak jokowi buat ngasih tau PJ Heru biar masyarakat Kampung Bayam dapat kunci rumah yang udah jadi hak mereka?*
- My suggestion is how about lobbying Pak Jokowi to tell PJ Heru so that the people of Kampung Bayam can get the house keys which are rightfully theirs?

Context:

The presidential candidate, Prabowo, conveyed about his vision to build 3 million houses for those who don't have house.

Data D.15 is an example of the use of negative politeness strategies. The use of negative politeness strategies is characterized by requests from the speaker being made indirectly and using politeness markers by asking for permission or giving reasons. In the context of the utterance, in data D.15, it can be seen that presidential candidate Prabowo Subianto expressed his vision to build 3 million houses for those who do not have a house. He also made a tweet via the @anintema account suggesting that he lobby Pak Jokowi to tell PJ Heru to give the house keys to the people in Kampung Bayam. The statement expressed contained a suggestion that there was no need to build a house of 3 million because there was already a finished house (Kampung Bayam), but the keys had not been distributed yet. The use of utterance by giving advice is considered to have positive politeness and ethically communicating via virtual which means that no one will be offended.

The 4th Presidential Candidate Debate in 2024 was a bustling political contestation both in real life and in cyberspace. One of the social media platforms in cyberspace that has the largest number of users, such as Twitter, shows its consistency in supporting politics in Indonesia ahead of the 2024 elections. As a large number of social media users, it means that virtual communities must be careful in using their language and pay attention to the use of language that is tweeted on social media.

DISCUSSION

The phenomenon of language in cyberspace is like communication in general, which involves speakers and also hearers. Communication that occurs virtually on social media is becoming more trendy and widely used by the public nowadays in order to convey their thoughts or ideas.

Many studies have been done before on analyzing the language use in social media. Some of the previous studies conducted by Ayupradani et.al, 2021; Fadhlurrohman, 2021; Maulana & Mulyadi, 2021. The research discussed the language expressions used among native Indonesians, which showed that a lot of hate speech is conveyed via social media, especially Twitter. This hate speech is often found when someone posts or replies to netizen comments. Different from the results from the previous study, in this study, the positive and polite utterances are represented. The remarks made on Twitter's Top Comments

during the fourth 2024 Presidential Candidate debate gave a new color to the world of politics. People are looking smarter at choosing words or expressions that are more positive and polite. In this research, data was found for 20 top comments that have so many likes, which means that many Indonesians like or agree with the speech or posts used by the speaker, who is a Native Indonesian. It can be seen that account owners who get thousands of likes from Indonesians are the speakers who use polite language strategies that are adapted to the context in which the statement occurs.

The results of this research prove that there are appropriate strategies used by native Indonesian speakers in making tweets on Twitter. To see the politeness of the language used by native Indonesian speakers, researchers made connections between the utterance delivered on Twitter and the context behind the occurrence of the utterance. The results of this research support the theory of Sudaryanto (2015) that says, in determining the analysis in order to see the accuracy of the use of language politeness, an understanding of the context behind the occurrence of the utterance is required. This research also proves that virtual comments on Twitter are carried out as an effort to provide the speaker's views, in this context, on the ongoing debate. Some support and praise for the candidate who was taking part in the debate were conveyed via Twitter. The comments studied are the top comments given to the candidate whom they support. The comments show us even in the context of conveying criticism, it can be seen that this top comment account provides utterance in appropriate and polite language. This is correlated with the results of previous research conducted by (Halid 2017) which found that in communication activities of students in the context of expressing opinions in class, they used the right selection of politeness strategies dominantly so that the resulting speech could be categorized as a polite utterance.

The purpose of using polite language is to avoid conflict. Therefore, choosing the right politeness strategy can avoid conflicts with others. This research supports the theory by Brown & Levinson (1987), where the use of the 5 politeness strategies proposed by Brown & Levinson is found in this research. This is also in line with research by Kurniasih (2019), which found that it is necessary to implement appropriate language politeness strategies in cyberspace as an effort to avoid conflicts with others and also among virtual language users.

In implementing politeness strategies on Twitter, in this study, there were 5 types of politeness strategies found, namely negative politeness strategies, positive politeness strategies, do not do FTA, bald on record strategy, and bald off record strategy. The choice of this politeness strategy is an effort to maintain good communication activities on social media. It is very important to pay attention to the selection of politeness strategies so that the resulting utterance does not offend other people. This is in line with the results of research conducted by (Maskuri et al., 2019), (Syah 2017), (Kusmanto, Prayitno, & Ngalim 2019), (Rohali, 2019), (Jauhari, 2017) which discusses the types of politeness strategies used.

In this study, the least used strategy was the use of negative politeness strategies. In the data findings, it was found that account owners chose to use negative politeness strategies as an effort to provide criticism or speech without any tendency to offend other people. In an effort to save the speaker's face, the speaker uses linguistic politeness markers that are in accordance with the cultural characteristics of native Indonesian speakers, who typically begin a conversation by using polite greetings such as Pak Anies, Pak Prabowo, and Pak Ganjar. Not only that, among native Indonesian speakers, it is believed that the use of greetings also makes the utterance used by the speaker more polite. The use of greetings as a form of respect is given to the speaker in an effort to avoid threatening the hearer's face. This is correlated with research findings from (Halawa, Gani, & Syahrul 2019) regarding the use of politeness strategies based on the Indonesian language politeness context in prohibitive speech acts, which were dominated by speaking directly without further hedging (TTB) with 5 speaking strategies. In this research, it was also found that Indonesian speakers chose to use negative politeness strategies for people who had a higher social status, for example, in utterances directed to presidential candidates. This is in line with research results from (Kousar, 2015), which found that Urdu speakers use negative politeness strategies mostly for

recipients of high social status and low social status.

In expressing opinions about the 2024 presidential candidates, native Indonesian speakers really consider the use of politeness strategies in their utterances. This is correlated with previous research by (Marlina & Sibarani, 2018) which found that there was a choice of language politeness strategies during the debate. This research found that the use of polite language strategies appeared in the top comments dominantly. The choice of positive politeness strategies in this context is used to provide a positive attitude towards netizens who read the comments. This is in line with research by (Kuswanto & Pratomo, 2022) which found the use of positive politeness strategies in the realm of online learning.

This politeness strategy was created as a strategy for conveying utterances in cyberspace so that the speech made does not offend other parties. This has similarities with research by Pujiati & Gunawan (2018), who conducted a study on politeness strategies among students during scientific discussions in class, who predominantly used positive politeness strategies. This research is also in line with research conducted by (Putri, 2022) which found the use of positive politeness strategies in presidential debates. Likewise, Yolanda & Bram 2022 found the use of politeness strategies by parents on YouTube channels. This is correlated with research (Sholikhatin & Indah 2019) regarding the use of politeness strategies on Twitter. The strategy in this context is to pay attention to someone's interests and needs. This is in accordance with the aim of this research, namely to investigate the choice of language politeness strategies using the theory of Brown & Levinson (1987) related to saving face when communicating virtually using social media.

In the context of native Indonesian speakers, providing polite language is a common practice. This is related to Indonesian culture as the country who have rich cultural values like Eastern people. The use of politeness strategy among native Indonesian speakers aims not only to reduce imposition but also to demonstrate Indonesia's cultural beliefs behind that. This is in line with the opinion of (Duranti, 1997; Millán, 2000), which states that language categorizes cultural reality, where the cultural values possessed by an ethnic group can be traced through its various linguistic forms (Lioni, 2019). Native Indonesian speaker are mindful of their verbal interactions and make efforts to avoid hurting others' feelings and causing conflict. Additionally, this cultural belief among Indonesians emphasizes sensitivity to others' emotions, reinforcing the notion that native Indonesian speakers prioritize maintaining harmonious and respectful communication within their social interactions. This study can be expanded by adding the cultural aspect of Indonesians in analyzing the politeness among Indonesians in different contexts outside of Twitter. Therefore, any data from other social media or contexts can be studied further.

CONCLUSION

This research aims to investigate the use of politeness strategies in language expression in social media, Twitter, during the 2024 presidential candidate debate. The results of this research conclude that there are politeness language strategies used by native Indonesian speakers on Twitter. The research results show that there are several strategies used by native Indonesian speakers in identifying by using Brown and Levinson's theory. Native Indonesian speakers are choosing a positive politeness strategy as an effort to reduce threats to face by showing a positive attitude, praise, or approval towards the person they are talking to. The off-record strategy is also used by native Indonesian speakers to reduce threats to the speaker's face by giving instructions or hints without directly making requests or statements to the interlocutor or commenting on Twitter. While the do not do FTA strategy is used by native Indonesian speakers to convey direct criticism of the 2024 presidential candidate debate. However, the "Bald on Record" politeness strategy is used to reduce threats to the face of the interlocutor. Lastly, negative politeness strategies are used to show appreciation and avoid conflicts with others, especially with netizens who have different choices in the 2024 presidential election.

The implication of this research highlighted that the netizen comments on Twitter can be analyzed

by using a cyberpragmatic approach. Politeness strategies can be implied in cyberspace according to the purpose of using language. This research is limited to the use of social media, namely Twitter. This research is also limited to the use of politeness strategies by native Indonesian speakers on Twitter during the 2024 presidential candidate debate. This research provides an overview of the importance of using polite language strategies on social media. The results of this research provide recommendations for social media users to be more polite in giving utterances on social media. This aims to ensure that utterances delivered on social media can educate the public regarding the material presented in the 2024 presidential candidate debate.

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