

Language Politeness in the Digital Era: Analysis of TikTok Comments on Fuji's Posts

Kesantunan Berbahasa Di Era Digital: Analisis Komentar Tiktok Pada Unggahan Fuji

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Article Information	ABSTRACT
Description Submission: 25 December 2025 Revised: 01 March 2026 Accepted: 26 April 2026 Approved: 01 May 2026	This research focuses on analyzing the politeness strategies employed by internet users in their comments on celebrity Fuji's TikTok posts. The freedom of expression on social media fosters a variety of verbal interactions, ranging from courteous to discourteous. Utilizing a qualitative approach with pragmatic discourse analysis based on Brown and Levinson's politeness theory, data were collected from ten screenshots of TikTok comments and analyzed in depth. The findings reveal that users implement several politeness strategies: positive politeness, negative politeness, off record, and bald on record. The bald on record strategy predominates, indicating a tendency among social media users to express opinions directly and sometimes harshly. This trend signifies a shift in traditional norms of politeness within digital communication. The study highlights the necessity of digital literacy to maintain ethical language use and foster social harmony in online environments.
Keywords language politeness, social media, TikTok, user comments, Fuji	Abstrak <i>Penelitian ini berfokus pada analisis strategi kesantunan yang digunakan oleh pengguna internet dalam komentar mereka pada unggahan TikTok selebriti Fuji. Kebebasan berekspresi di media sosial memicu berbagai interaksi verbal, mulai dari yang santun hingga yang tidak santun. Dengan menggunakan pendekatan kualitatif dengan analisis wacana pragmatik berdasarkan teori kesantunan Brown dan Levinson, data dikumpulkan dari sepuluh tangkapan layar komentar TikTok dan dianalisis secara mendalam. Temuan menunjukkan bahwa pengguna menerapkan beberapa strategi kesantunan: kesantunan positif, kesantunan negatif, off record (tidak langsung), dan bald on record (tanpa basa-basi). Strategi bald on record mendominasi, yang menunjukkan kecenderungan pengguna media sosial untuk mengekspresikan pendapat secara langsung dan terkadang kasar. Tren ini menandakan adanya pergeseran norma kesantunan tradisional dalam komunikasi digital. Studi ini menekankan pentingnya literasi digital untuk menjaga penggunaan bahasa yang etis dan memupuk harmoni sosial di lingkungan daring.</i>
Kata Kunci kesantunan berbahasa, media sosial, TikTok, komentar pengguna, Fuji	



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1. Introduction

The advancement of information technology has significantly reshaped communication dynamics in our contemporary world, especially regarding social interactions. Social media platforms have emerged as expansive online venues where countless individuals engage in real-time conversations without constraints tied to time or location. One of the most prevalent platforms today is TikTok, which functions not just as a source of entertainment but also as a channel for self-expression, educational content, and the articulation of public thoughts. Nevertheless, the opportunity for self-expression within this digital environment often gives rise to issues related to linguistic ethics, particularly in terms of maintaining politeness in conversations.

In direct, personal interactions, politeness acts as a social standard that promotes harmony among people. However, in online environments, many of these standards tend to be overlooked due to anonymity, emotional distance, and limited social oversight. Consequently, a considerable number of social media participants freely make uncivil remarks that may include mockery, insults, or even aggressive language. This trend is evident in the comment sections of posts made by celebrities on TikTok, such as Fuji An, a young influencer who often garners varied attention from netizens, for better or worse. The remarks found under Fuji's posts illustrate how society employs language to express affirmation, critique, or even personal attacks. This situation provides a foundation for more in-depth examination through the lens of linguistic politeness, particularly via pragmatic lenses like Brown and Levinson's theory of politeness. This framework categorizes politeness techniques into various types, including positive politeness, negative politeness, bald on record, and off record, each serving to either uphold or disregard the recipient's face.

This study is valuable as it not only looks into language use in the online realm but also sheds light on the contemporary landscape of digital communication ethics in Indonesian culture. Furthermore, this research has an educational dimension, aiming to motivate social media users to approach language more thoughtfully and foster inclusive, respectful digital communication. In light of this context, the research questions are formulated as follows: (1) What varieties of politeness and impoliteness can be identified in TikTok comments on Fuji's posts?, (2) What politeness techniques are utilized by netizens when articulating their thoughts?. Ultimately, this research aims to enrich the field of pragmatics, particularly within the domain of digital communication, and to provide input for developing digital education strategies that emphasize linguistic politeness. This study adopts two principal frameworks in pragmatics: Brown and Levinson's (1987) Politeness Theory and Leech's (1983) Politeness Principle. These theoretical approaches provide the foundation for analyzing politeness and impoliteness strategies found in TikTok users' comments on posts by Fuji.

Brown and Levinson's (1987) politeness theory serves as the primary analytical framework in this research. The theory categorizes politeness strategies into four major types:

- a) Bald on Record. This strategy involves direct and unambiguous communication, where the speaker conveys their message without attempting to reduce potential threats to the hearer's face. It is typically employed when clarity and efficiency are prioritized over politeness, which may lead to the utterance being perceived as blunt or impolite.
- b) Positive Politeness. Positive politeness strategies are used to express solidarity, familiarity, and a positive attitude toward the hearer. Such strategies may include expressions of support, empathy, compliments, and efforts to build a sense of social closeness or camaraderie between interlocutors.
- c) Negative Politeness. Negative politeness emphasizes respect for the hearer's personal space and autonomy. It is marked by the use of formal or indirect language, apologetic expressions, and hedging. The aim is to avoid imposing on the hearer and to minimize the risk of offense.
- d) Off Record. This strategy relies on indirect or ambiguous language, such as hints, implications, or rhetorical questions. The speaker avoids explicit statements, allowing the hearer to infer meaning. Off record utterances are often used to soften criticism or avoid direct responsibility for the message conveyed.

In addition to Brown and Levinson's framework, this study also refers to Leech's (1983) Politeness Principle to support the analysis. Leech introduces several politeness maxims such as the tact maxim, approbation maxim, and agreement maxim which encourage speakers to minimize expressions that might be seen as impolite and to maximize those that foster respect, harmony, and cooperation in social interaction. These theoretical perspectives enable a systematic examination of the various politeness and impoliteness strategies employed in digital discourse. They also facilitate a deeper understanding of how online communication reflects, negotiates, or transforms traditional norms of linguistic politeness in the Indonesian context.

2. Research Method

This study employs a qualitative descriptive methodology combined with content analysis techniques. This choice was made as it effectively facilitates a thorough and systematic exploration of the nuances of both politeness and impoliteness within the language used in social media comments, especially those on TikTok. Content analysis enables researchers to delve into both the explicit and implicit meanings found in textual or linguistic information, linking them with the broader social and cultural contexts. The data utilized in this investigation is derived from screenshots of comments posted on celebrity Fuji An's TikTok, which the researcher has collected (included in the image documentation). The selected comments illustrate a wide array of sentiments expressed by TikTok users, encompassing support, admiration, humor, as well as staunch critiques or offensive remarks. These comments authentically reflect the linguistic behaviors of Indonesian netizens within the contemporary digital landscape, particularly in interactions involving public figures.

The data gathering process comprises several steps:

- a. Observation: Initially, the researcher examined the comment section on Fuji An's TikTok post to identify the variety in commenting styles.
- b. Documentation: Relevant comments that display characteristics of either politeness or impoliteness are captured as screenshots.
- c. Transcription: All relevant comments are subsequently transcribed into text format to aid the analytical phase.
- d. Data Sorting: Comments are organized according to classifications of polite and impolite speech, along with the politeness strategies employed.

Data Analysis Techniques

The analysis of data follows the interactive model proposed by Miles and Huberman (1994), which includes three key phases:

- a. Data reduction: This step involves filtering comments that encompass aspects of politeness and impoliteness from the amassed data. Comments deemed irrelevant or lacking adequate context are discarded.
- b. Data presentation: The categorized data is structured into tables or thematic narratives that delineate the types of comments, politeness strategies (as defined by Brown and Levinson), and the contexts in which these are utilized.
- c. Conclusion: Based on the analytical outcomes, the researchers derive conclusions about the linguistic politeness patterns and the prevalent strategies employed by netizens in their responses to Fuji's posts.

3. Findings and Discussion

According to the examination of TikTok comment screenshots related to Fuji's post, a variety of strategies showcasing both politeness and impoliteness utilized by internet users was identified. These remarks illustrate the nature of interaction in a digital environment that is open, immediate, and subject to minimal regulation. This research identified at least four primary categories of comments that were scrutinized:

Featuring Positive Politeness Strategy

This tactic is defined by the inclusion of language that conveys emotional backing, compassion, and attempts to create a sense of social intimacy with Fuji. The essence of these affirmative remarks lies in the utilization of friendly greetings, words of encouragement, and often includes prayers.



AisarKhaledd_Editor 17 j

Gak Tau harus bilang apa,, Aku doakan yang terbaik aja buat kamu fuji,, Minta Tolong guyss Jangan Hujat siapapun.. kita dukung biar mereka makin berkarya dengan nyaman.. Good Luck all ❤️

Balas

❤️ 1.700 💬

This remark showcases empathy through a prayer-like expression, indicating an awareness of Fuji's sensitivity in light of public scrutiny.



manor 3/20

sumpah posisi fuji tuh beratrrrr dan serba salah, apalagi selalu dibawa² padahal dia diem

❤️ Disukai oleh kreator

Balas

❤️ 926 💬

The individual demonstrates sympathy and support for Fuji, illustrating a sense of unity and understanding of the celebrity's circumstances. Such remarks often originate from individuals who share an emotional bond with the celebrity and wish to uphold her "positive image."

Utilizing the Bald on Record Strategy

This category encompasses direct remarks lacking any attempt to shield the recipient's feelings. Typically observed when the commenter is feeling emotional and indifferent to how the recipient might react.



Cari: Jokowi 🔍



49.303 komentar



Yosita22 19 j

ngga setara beda jauh bgttt 🤔🤔🤔

Balas

❤️ 4.965 💬

This remark contains pointed criticism with no effort to soften the blow, exemplifying a straightforward evaluative comment that is likely derogatory.



danii 2/10/2024

fuji, diliat dari segi apa pun ttp briq 🤔🤔🤔

Balas

♡ 33,3 rb 🗨️

This comment employs explicit comparisons and further emphasizes the notion that Fuji does not measure up to others. This approach reflects a disregard for politeness principles in communication on social media, likely influenced by the anonymous and candid characteristics of TikTok.

Remarks with Off Record Strategy

Off record is defined by an indirect delivery style, often taking the form of hints or statements that can have various interpretations. The intention might be to express disapproval without overtly attacking.



4.174 komentar



syaqilah02 17 j
jalur duka

Balas

♡ 102 🗨️

A critique of Fuji's public persona, with a sarcastic undertone suggesting her fame is rooted in misfortune. While no names are mentioned explicitly, the implication is evident.



Queen Vita 2/10/2024

Sekelas pemain film kek priily aja nggk prnh ngmng
kek gitu 🤔

Balas

♡ 2.898 🗨️

By indirectly contrasting Fuji with another celebrity, this remark subtly critiques her actions. Off-the-record remarks are frequently employed to sidestep direct confrontation while still indirectly signaling disapproval or critique.

Utilizing Negative Politeness Strategy

This approach emphasizes preserving distance, refraining from pressure, and demonstrating respect toward the target of criticism. Typically, this is seen through formal language, apologetic tones, or expressions of concern.



nanapriadi 16 j

astaghfirullah udh 2025 msh aja komen bgini..
penyakit hati emang susah ya gada obatnya..
kesian amat 🙄🙄

Balas

♡ 734 💬

While it expresses disapproval, this remark focuses on other users rather than targeting Fuji directly. The author adopts a tone of worry and spirituality typical of this approach.

The focus is placed on how politeness strategies are employed, modified, or abandoned in TikTok comments on Fuji's posts. The discussion is grounded in Brown and Levinson's (1987) politeness theory, which categorizes politeness into positive and negative politeness, bald on-record, and off-record strategies. Additionally, the analysis considers the influence of anonymity, audience design, and digital discourse norms in shaping online politeness.

The findings reveal that online communication, especially on platforms like TikTok, displays a range of politeness strategies. The prevalence of the bald on record strategy, accounting for 40% of comments, indicates a tendency among users to express dissatisfaction or criticism directly and openly. On the other hand, positive politeness strategies, making up 30% of comments, are commonly used by fans or supporters to express encouragement and solidarity, reflecting an effort to maintain social harmony even in a digital context.

Impolite language in online environments is often attributed to the anonymity and reduced social accountability on social media. The dominance of bald on record comments in this study highlights a trend towards verbal aggression and a lack of concern for politeness norms. Such comments, as shown in the data, can border on cyberbullying, especially when directed at public figures or vulnerable individuals. Off record strategies, manifested through hints or sarcasm, are frequently observed in comments that, while subtle, carry implicit criticism. In Indonesian culture, which values indirectness, such strategies are considered "safe" and allow users to express disagreement without direct confrontation. This linguistic dexterity enables netizens to navigate social boundaries while still conveying their true opinions.

Negative politeness strategies are employed by users who wish to offer criticism or advice while maintaining respect and minimizing offense. This approach is often seen in comments that use formal language or apologetic expressions, demonstrating an awareness of social norms and a desire to avoid conflict. This section demonstrates that the digital era has transformed

traditional norms of politeness, with directness and informality becoming more common in online interactions. However, strategies of positive and negative politeness, as well as off record communication, continue to play important roles in maintaining social cohesion and mitigating conflict in digital discourse.

4. Conclusion

The findings of this study reveal that TikTok users employ a range of politeness strategies in their comments on Fuji's posts, including positive politeness, negative politeness, off record, and bald on record approaches. Among these, the bald on record strategy is the most prevalent, indicating a tendency among netizens to express their opinions in a direct and sometimes harsh manner. This pattern reflects a shift from traditional norms of politeness to more open and immediate forms of communication in digital spaces, where anonymity and reduced social accountability often encourage straightforward expression.

These results underscore the importance of digital literacy in fostering ethical language use and maintaining social harmony in online interactions. By understanding the dynamics of politeness and impoliteness in digital communication, this research contributes to the broader field of pragmatics and highlights the need for educational efforts that promote respectful and inclusive discourse on social media platforms.

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