Positive Compliance Strategies About Covid-19 in @raffinagita1717 Caption Instagram

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Abstratc—This study aims to determine positive politeness strategies regarding Covid-19 in the Instagram caption @raffinagita1717. The source of the research data is the Instagram caption @raffinagita1717 which discusses Covid-19 by posting from January 1, 2020, to June 30, 2021. The methode of this research is the observation method with the note-taking technique. Listening is done by listening to the Instagram caption @raffinagita1717 which discusses Covid-19. After that, record the speech that has been chosen purposively. The results show that the Instagram caption @raffinagita1717 which discusses Covid-19 uses positive politeness strategies. The research found four forms of positive politeness strategies, namely paying more attention to the interlocutor, using group intimacy markers, involving speakers and interlocutors in activities, and being optimistic. The form of paying more attention to the interlocutor using the form of a directive speech strategy in the form of attention. As for the form of using group intimacy markers, the strategic form is the use of close calls (bun, kawan, dan teman-teman). The form involves the speaker and the interlocutor in the activity using a strategic form of using exclamation points to invite (ayo, yuk, dan mari). Next, be optimistic using the form of a hope marker strategy (semoga dan bismillah)

Keywords: *Politeness, Positive Politeness Strategy, Instagram Caption @raffinagita1717.*

Abstrak—Penelitian ini bertujuan untuk mengetahui strategi kesantunan positif mengenai Covid-19 dalam caption instagram @raffinagita1717. Sumber data penelitian adalah caption instagram @raffinagita1717 yang membahas mengenai Covid-19 sejak postingan 1 Januari 2020 hingga 30 Juni 2021. Metode yang digunakan adalah metode simak dengan teknik catat. Penyimakan dilakukan dengan cara menyimak caption instagram @raffinagita1717 yang membahas mengenai Covid-19. Setelah itu, mencatat tuturan yang telah dipilih secara purposif. Hasil penelitian menunjukkan bahwa caption instagram @raffinagita1717 yang membahas mengenai Covid-19 menggunakan strategi kesantunan positif. Dalam penelitian ditemukan empat wujud strategi kesantunan positif, yaitu memberi perhatian lebih kepada lawan tutur, menggunakan penanda keakraban kelompok, melibatkan penutur dan lawan tutur dalam kegiatan, dan bersikap optimis. Wujud memberi perhatian lebih kepada lawan tutur menggunakan bentuk strategi tuturan direktif yang berwujud perhatian. Adapun wujud menggunakan penanda keakraban kelompok bentuk strateginya ialah penggunaan panggilan akrab (bun, kawan, dan teman-teman). Wujud melibatkan penutur dan lawan tutur dalam kegiatan menggunakan bentuk strategi penggunaan kata seru untuk mengajak (ayo, yuk, dan mari). Selanjutnya, bersikap optimis menggunakan bentuk strategi penanda harapan (semoga dan bismillah).

Kata Kunci: *Kesantunan, Strategi Kesantunan Positif, Caption Instagram @raffinagita1717.*

1. Introduction

Social media is a medium used to interact online regardless of age, social status, skin color, religion, race, and so on. According to Kadaruddin (2020:65), social media is an online media that makes it easy for users to conduct social interactions online. One of the social media that is often used today is Instagram social media. Instagram is a visual platform that is used to share images or videos with its audience (Ratnasari, Anggi, and Hannie, 2021:31). Through Instagram, netizens can upload photos or videos related to daily activities or events that are currently viral. Then, the photos and videos can be explained (caption). One of the events currently being hotly discussed on social media Instagram is Covid-19. Covid-19 is a virus that was first detected in Wuhan, China in December 2019 (Compass,2020). Then, the virus began to spread in various countries, including Indonesia.

The pros and cons of society against Covid-19 can affect the form of news on Instagram. Those who are pro will upload positive things, for example inviting the public to vaccinate. On the other hand, the opposing party will upload negative things, for example making news about dangerous vaccines. As an artist who has many fans, @raffinagita1717 must use polite speech in writing Instagram captions. Captions that use polite speech can be used to help the government deal with Covid-19. Through this caption, @raffinagita1717 can invite the public to continue to comply with health protocols. According to Pramujiono (2011:235), the word polite has the meaning of softening speech or speech that can threaten face or self-esteem and can hurt feelings. This understanding clearly shows that politeness in speaking is very important.

Politeness is respecting someone in communicating. Everyone has two faces that must be respected, namely the positive face and the negative face. A positive face is a person's desire to be appreciated and recognized by others. A negative face is a person's desire to be free from having to do something (Brown and Levinson, 1987). Two factors influence politeness in a person. These factors are informal factors and formal factors. Informal factors related to parenting styles and formal factors related to the school environment in a structured manner (Gusnawaty (2021:13-14). Then, Brown and Levinson (1987) divided politeness strategies into five categories, namely without a strategy (bald-on record strategy), positive politeness strategy (positive politeness strategy), negative/formal politeness strategy (negative politeness strategy), indirect/covered strategy (off-record politeness strategy), and silent strategy (don't FTA). included because they did not perform speech acts. This study will be focused on positive politeness strategies.

Brown and Levinson (1987) say that positive politeness strategies are used to show intimacy to the interlocutor who is not someone close to the speaker. To facilitate the interaction, the speaker tries to give the impression of having the same fate and seems to have the same desire as the interlocutor, and is considered a shared desire which is wanted together as well. Positive politeness strategies are realized in fifteen ways or actions, namely focusing on the interlocutor, paying more attention, intensifying attention to the interlocutor, using group intimacy markers, finding agreement, avoiding conflict, and equating assumptions into public opinion, joking, adding or agreeing. the opinion of the interlocutor, offering assistance or a promise, being optimistic, involving the speaker and the interlocutor in activities, giving or asking for certain reasons, assuming or displaying similar actions, and giving gifts.

Research on language politeness has been previously conducted by Wayan Pageyasa (2015). The research entitled " The Realization of Politeness Principles in Internet Discussions in Three Indonesian Hindu Discussion Groups". The results of Pageyasa's (2015) research suggest that in the three groups six maxims tend not to be violated, the maxim of humility, the maxim of compatibility, and the maxim of sympathy. The

second relevant research is a study entitled "Politeness Strategy for Talkshow Hosts Kick Andy and Mata Najwa on Metro TV".The research

was conducted by Kumalasari, Rustono, and B. Wahyudi (2018) This study describes the talk show guides Kick Andy and Mata Najwa on Metro TV using four language politeness strategies, namely direct strategies, positive politeness, negative politeness, and indirect strategies. The results showed that the most widely used politeness strategy by the Kick Andy talk show guide was the positive politeness strategy. Positive politeness strategies are used to satisfy the positive face of the interlocutor so that communication between them becomes more polite and communicative.

2. Research Method

This type of research is descriptive qualitative research. Qualitative research is research that can describe in detail the circumstances or symptoms that occur (Koentjaraningrat, 1993:89). This type of research was chosen to describe politeness in language regarding covid-19 in the Instagram caption @raffinagita1717. The population of this research is all Instagram captions @raffinagita regarding Covid-19 uploaded from January 1, 2020, to June 30, 2021. Then the sample of this research is some Instagram captions @raffinagita1717 regarding Covid-19 uploaded from January 1, 2020, to June 30, 2021. The method used is the listen method with the note-taking technique. Listening is done by listening to the Instagram caption @raffinagita1717 which discusses Covid-19. After that, record the speech that has been chosen purposively. Then, the data analysis techniques in this study, namely (1) collecting all the recorded data, (2) classifying the data based on Brown and Levinson's politeness strategies, (3) analyzing the data, (4) concluding the data that explains language politeness strategies regarding Covid -19 in the Instagram caption @raffinagita1717.

3. Discussion.

The results showed that the Instagram caption @raffinagita1717 used positive politeness strategies. In the caption, four forms were found, namely paying more attention to the interlocutor,

using group intimacy markers, involving speakers and interlocutors in activities, and being optimistic. Here's the explanation.

1. Paying More Attention to the Interlocutor

The caption in the form of giving more attention to the interlocutor is used by @raffinagita1717 to show his concern for the netizen (the interlocutor) regarding the spread of Covid-19. More attention given through the caption is expected to make the netizens feel cared for so that the purpose of the caption can be conveyed. In addition, this extra attention is also one way to help the government deal with the spread of Covid-19. The form of the positive politeness strategy used by @raffinagita1717 can be seen in the following data.

Data (1)

Context: spoken by @raffinagita1717 to a netizen on April 16, 2021.

Speech: No Homecoming, Guys!!!!!! Starting May 6-17 May 2021 "Dirlantas PMJ Kombespol Sambodo" . For our common good.

In data (1), it is clear that @raffinagita1717 uses positive politeness strategies in the form of giving more attention to the interlocutor. This extra attention is indicated by the sentence "No Homecoming, Guys!!!!!! For our common good". The sentence is a directive speech that functions to influence the interlocutor to take action. The speaker wants the interlocutor not to go home so that the spread of Covid-19 does not increase. Another example of data that shows more attention to the interlocutor looks like the following.

Data (2)

Context: spoken by @raffinagita1717 to a netizen on March 23, 2021.

Speech: The pandemic isn't over yet. Do not be careless. Continue to protect yourself, and protect your family by always obeying health protocols. Support your favorite basketball team from home! Come on, let's #takecareofeachother.

In data (2), it can be seen that @raffinagita1717 uses positive politeness strategies in the form of paying more attention to the interlocutor. This more attention is indicated by the sentence "continue to protect yourself, protect your family by always obeying health protocols". The sentence is a directive speech that functions to influence the interlocutor to take action. The speaker wants the interlocutor to maintain the health of himself and his family by obeying health protocols to avoid Covid-19. The form of more attention that @raffinagita1717 does can also be seen in the following example.

Data (3)

Context: spoken by @raffinagita1717 to a netizen on February 3, 2021.

Speech: Mass vaccination for health workers in DKI Jakarta REOPEN 4 FEBRUARY 2021! Don't waste it, ok? Are you a health worker who works at the DKI Jakarta Health Facility but haven't been vaccinated yet? The Indonesian Ministry of Health and the DKI Jakarta Health Office held a MASS VACCINATION FOR HEALTH PERSONNEL! This is for the first dose of injection yes! Keep up the health protocols! #greetingshealthy. See you soon!

In data (3) it is clear that @raffinagita1717 uses positive politeness strategies in the form of paying more attention to the interlocutor. This more attention is shown in the sentence "mass vaccination for health workers. Don't waste it." The attention sentence is a directive sentence that functions to influence the interlocutor to take action. The speaker wants the interlocutor to be vaccinated to avoid Covid-19.

2. Using Group Familiarity Markers

Using familiarity markers in communicating aims to make the relationship between the interlocutor and the speaker closer even though they do not know each other. This was also done by @raffinagita1717 in the caption he made. The speaker wants him and the netizen (the interlocutor) to feel close. The social status @raffinagita1717 is a famous artist and an interlocutor is an ordinary person. Speakers want to lower their social status so that they are equal or like friends with the interlocutor. In addition, the marker of intimacy can also create harmonious communication so that the caption message can be conveyed. The following is an example of @raffinagita1717's caption data using a familiarity marker.

Data (4)

Context: spoken by @raffinagita1717 to a netizen on 28 June 2021.

Speech: Hopefully this pandemic will subside soon and we can all return to normal activities, as usual, bun? I hope everyone stays healthy too. Don't forget to always wear a mask and apply health protocols wherever and whenever.

Data (4) it is clear that @raffinagita1717 uses group intimacy markers to create a close relationship or there is no social distance between the speaker and the

interlocutor. The sign of the group's intimacy is marked by the word "bun". Hai. grid.id (2021) states that the call bun which means mother was originally a greeting to a mother or a woman who already has children. However, now it is a call to other people that accompanies the sentence, both male and female. In this day and age, the bund is a sign of intimacy that is often used by millennials. The use of familiarity markers is done so that the interlocutor obeys the speaker's wishes to continue to follow health protocols to avoid Covid-19. Examples of data that also show the use of familiarity markers are shown below.

Data (5)
Context: spoken by @raffinagita1717 to a
netizen on May 3, 2020.
Speech: **Kawan**, no one knows when this pandemic will end. What will happen after the PSBB is over, will we go back to how we used to be, or will everything change? What is certain is that at this time we all continue to maintain our health by diligently washing our hands, wearing masks, keeping our distance, and exercising regularly. Don't forget to variety. Remember guys, the storm will pass.

Data (5) shows that @raffinagita1717 uses familiarity markers in the captions he makes. The marker of intimacy is shown in the word "kawan". In the online version of the KBBI (2016), kawan are people who have been known for a long time and often relate to certain things. This understanding shows that the speaker wants to reduce his social status as an artist so that he looks equal to a friend to the interlocutor even though they do not know each other before. The use of

familiarity markers is intended so that the interlocutor maintains health protocols by using masks, washing hands, and exercising diligently to prevent the transmission of Covid-19. In addition to the sample data, the use of familiarity markers is also seen in the following data.

Data (6)
Context: spoken by @raffinagita1717 to a
netizen on March 24, 2020.
Speech: BOX food that will be distributed to medical personnel at Jogja and Solo Hospital..next week we will distribute it. And for **teman-teman**, who have participated, thank you for your participation. I will continue to report on this development. Insha Allah, the assistance will be distributed in the right portions and needs. Please enter it back to us. link in bio for those who want to participate.

Data (6) clearly shows that speakers use group intimacy markers to create close relationships. The marker of intimacy is indicated by the word "teman-teman". In the online version of the KBBI (2016), teman-teman is someone who does something together. In this data, friends experience a complete reduplication which means many people. This shows that the speaker wants to create a harmonious relationship with the crowd. The use of familiarity marker in the data is used to express gratitude to the interlocutor who has helped provide food to health workers in helping to deal with Covid-19. In addition, the marker of intimacy is also a form of the speaker's gratitude to the interlocutor who has participated.

3. Involving Speakers and Opponents in Activities

A tangible positive politeness strategy involving the speaker and the interlocutor in the activity is a way to show that the speaker wants to build a close relationship with the interlocutor even though they do not know each other before. The caption made by @raffinagita1717 shows that he involves the interlocutor in an activity so that there is no distance between the two parties. The following is an example of positive politeness from data.

Data (7)
Context: spoken by @raffinagita1717 to a netizen on January 13, 2021.
Speech: Alhamdulillah, today is the Prime Vaccine with Pak Jokowi. Thank you for your trust in Beloved Indonesia, **Ayo** Vaccine. Come on, don't be afraid of vaccines guys!!! May we always be healthy and the evil Covid virus will disappear from this Earth and Indonesia if you have the vaccine, still obey the health protocols on January 13, 2021.

The data (7) shows that @raffinagita invites the interlocutor to do the vaccine together. The invitation is marked with the word "ayo". In the online version of the KBBI (2016), it is an exclamation to invite or give encouragement. In the caption, he tried to involve himself and his interlocutor to carry out a vaccine to avoid Covid-19. In addition, the invitation is one way to help the government in dealing with the spread of Covid-19. Captions containing invitations can also be seen in the following data.

Data (8)
Context: spoken by @raffinagita to a netizen on May 14, 2020.
Speech: Hi guys, it's been more than a month, isn't it PSBB? Are you sure bored? **Yuk** stop the spread of the coronavirus by always remembering #stopstopser Stop wandering, stop close and wash your hands frequently.

From the data (8) it is clear that @raffinagita1717 uses positive politeness strategies in the form of involving speakers and interlocutors in activities. The form of the strategy is marked with the word "yuk". In the online version of the KBBI (2016), yuk is an exclamation point to invite. The speaker wants to invite the interlocutor to jointly implement health protocols by not wandering, maintaining distance, and washing hands frequently to avoid Covid-19. The call to action can also help the government deal with Covid-19. In addition to these two examples, posts that are in the form of invitations are also seen in the following data.

Data (9)
Context: spoken by @raffinagita1717 to a netizen on 19 May 2020.
Speech: Sign Language "Respect". Cheers to all my friends. **Mari** encourage the medical staff as the front line in fighting the COVID-19 virus by participating in the #ThanksChallenge! The meaning of the movement: is to encourage by expressing our gratitude by giving respect to medical staff.

The data (9) shows that @raffinagita1717 uses positive politeness strategies in the form of involving speakers and interlocutors in activities. The form of the strategy is marked by the word "mari". In the online version of the KBBI (2016), mari is an interjection to express an invitation. The speaker wants to invite the interlocutor together to encourage medical personnel who have handled Covid-19. This enthusiasm can make health workers more active in dealing with the increasing number of Covid-19 cases.

4. Be Optimistic
In the online version of the KBBI (2016), optimists are people who always have good hopes (views) in dealing with everything. Optimism is very necessary for communication. This can be a sign that the speaker is trying to build a close relationship by always having a good view. The caption made by @raffinagita1717 also shows an optimistic attitude in dealing with Covid-19. The speaker wants to build an optimistic attitude

towards the interlocutor so that it can affect the body's immune system by always thinking positively. This optimistic attitude shows that there is no distance between the two speakers. In addition, an optimistic attitude can also make the speaker and the interlocutor seem to have a common desire that must be resolved together as well. The following is an example of optimistic attitude data conducted by @raffinagita1717.

Data (10)
Context: spoken by @raffinagita1717 to a netizen on September 13, 2020.
Speech: Nagita is nervous about taking a SWAB??? Don't worry, as long as there is @swabaja, you can contact them directly. **Bismillah**, everyone is healthy and kept away from evil viruses.

Data (10) shows that @raffinagita1717 uses positive politeness strategies in the form of an optimistic attitude. This optimistic attitude is marked by the word "Bismillah". In the online version of the KBBI (2016) bismillah is to say the name of Allah that is said when you are about to start doing something. The word "Bismillah" is used by @raffinagita1717 before saying "all are healthy and kept away from evil viruses". This means that the speaker hopes that the interlocutor is also healthy and kept away from Covid-19. This shows that hope is a shared desire that is desired together. The following is an example of optimistic attitude data by @raffinagita1717.

Data (11)
Context: spoken by @raffinagita1717 to netizens on May 16, 2020.
Speech: Good morning to all... **May** our beloved erath recover soon.

The data (11) shows that @raffinagita is optimistic about dealing with Covid-19. This optimistic attitude is indicated by the word "may". The online version of the KBBI (2016) hopefully is or should. This means hope for events that will happen in the future. The speaker hopes that Covid-19 will soon end in the world (earth). This hope can make the

interlocutor also be optimized so that the impression of the same fate is created. This optimistic attitude can also be seen in the following data.

Data (12)
Context: spoken by @raffinagita1717 to citizens on March 29, 2020.
Speech: Face it With a Smile. **Semoga** all the bad things pass quickly, we are all given health, long life, and happiness.

The data (12) shows that @raffinagita1717 has an attitude towards Covid-19. This optimistic attitude is indicated by the word "Semoga ". In the online version of the KBBI (2016) optimism is hopefully or should. The speaker hopes that he and his interlocutor will be kept away from bad things (Covid-19) and given a long life and happiness. This optimistic attitude shows that Covid-19 is a common problem that must be resolved together as well.

Table Positive Politeness Strategies in Captions Instagram @raffinagita1717

No	Positive Politeness Strategy	Strategy Form	Function	Data Number
1	Give more attention to the interlocutor	Directive speech in the form of attention	Shortening the distance or creating familiarity	1,2,3
2	Using group familiarity markers	Using close calls (bun, kawan, dan teman-teman)	Shortening the distance or creating familiarity	4,5,6
3	Involving speakers and interlocutors in activities	Using exclamation points to invite (ayo, yuk, dan mari)	Shortening the distance or creating familiarity	7,8,9
4	Be optimistic	Using hope markers (semoga dan bismillah)	Shortening the distance or creating familiarity	10,11,12

5. Conclusion
The results showed that the Instagram caption @raffinagita1717 used positive politeness strategies. The research found four forms of positive politeness strategies. The four forms,

namely paying more attention to the interlocutor, using markers of group intimacy, involving speakers and interlocutors in activities, and being optimistic. The form of paying more attention to the interlocutor using the form of a directive speech strategy in the form of attention. As for the form of using group intimacy markers, the strategic form is the use of close calls (bun, kawan, dan teman-teman). The form involves the speaker and the interlocutor in the activity using a strategic form of using exclamation points to invite (ayo, yuk, dan mari). Next, be optimistic using the form of a hope marker strategy (semoga dan bismillah

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