

A Pragmatic Study on Politeness Strategies at Traveloka Singapore's Instagram Post Caption

Kajian Pragmatik Tentang Strategi Kesopanan pada Instagram Post Caption Traveloka Singapura

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Article info

Keywords: <i>Politeness strategy, types of politeness strategies, Instagram post caption</i>	Abstract <i>This study aims to investigate the types of politeness strategies used at Traveloka Singapore's Instagram post caption. This study used the theory of politeness strategy proposed by Brown and Levinson (1987). The qualitative method was used in this study where the data was taken from the Instagram post caption. The results of this study showed that Traveloka Singapore's Instagram post caption used all types of politeness strategies were: positive politeness strategy, negative politeness strategies, off record and, bald-on record.</i>
Kata kunci: <i>Strategi kesopanan, jenis strategi kesopanan, Instagram post caption</i>	Abstrak <i>Kajian ini bertujuan untuk mengetahui strategi kesopanan yang digunakan pada Instagram post caption Traveloka Singapura. Kajian ini menggunakan teori strategi kesopanan yang dikemukakan oleh Brown and Levinson (1987). Metode kualitatif digunakan dalam kajian ini dimana datanya diambil dari Instagram post caption. Hasil kajian menunjukkan bahwa Instagram post caption Traveloka Singapura menggunakan semua jenis strategi kesopanan, yaitu: strategi kesantunan positif, strategi kesantunan negatif, strategi kesopanan off-record, dan strategi kesopanan bald - on record.</i>

INTRODUCTION

The branch of linguistics that deals with meaning in context is known as pragmatics (Yule, 1996). The study of pragmatics examines the connections between language and context, which are crucial to a study of language understanding (Levinson, 1987). The term "language understanding" means here is understanding an utterance entails much more than simply recognizing the meanings of the words spoken and their grammatical relationships.

Politeness strategy is one of the pragmatics studies. According to Brown and Levinson (1987) a politeness strategy is a means to deliver the utterance as politely as possible. They divided the politeness strategy into four types. These are: 1) Positive politeness strategy focuses on the addressee's positive face or self-image, which the speaker claims for himself or herself. This strategy commonly minimizes the distance between the speaker and the addressee. 2) Negative politeness, this strategy works by increasing the social gap between interlocutors. 3) Bald on-record is a clear and simple way of saying

things without ambiguity in a straightforward, clear, unambiguous, and concise manner. It provides no effort by the speakers to minimize the impact of the face-threatening acts. 4) Off record strategy is the speaker performs an act vaguely that the listener could interpret as a variety of other activities. It frequently uses indirect language that results in a more public statement or is not what the speaker meant to say.

Nowadays, Instagram is one application or social platform getting hype. According to Ghazali (2016) Instagram's name is derived from the words "Insta" and "gram," which are both derivatives of the word "telegram.". Instagram is a popular platform where users can communicate textually and visually, which includes social photography, which is specially designed for smartphones (Zappavigna, 2016). Instagram enhances online presence and identity by connecting physical and digital realms, allowing for more effective interaction not only for personal but also for business purposes (Abbott et al., 2013).

In fact, the politeness strategy could be found in Instagram post captions. It could be seen in a sentence: *"We know many of you may have had a long work week, and here are some Traveloka Care tips that we know will help your mind relax."* That post caption above is categorized as asserting or presupposing the speaker's knowledge of and concern for the hearer wants strategy, which is part of positive politeness strategies.

One Instagram account that indicates the use of politeness strategy in Instagram post captions is Traveloka Singapore. Traveloka is one of the most exciting applications to book transportation, accommodations, activity, lifestyle, and finance like flight tickets, buses, trains, car rentals, hotels, apartments, guest houses, homestays, resorts and villas, et cetera in society nowadays. Besides that, there is no study that analyze the politeness strategy at Instagram post caption especially at Traveloka Singapore's Instagram post caption. For these reasons, it is attracted to research Traveloka Singapore's Instagram post caption. Based on the explanation above, this research is conducted under pragmatic analysis which tries to investigate the types of politeness strategies at Traveloka Singapore's Instagram post caption.

METHOD

The method that was used in this study was qualitative descriptive method. According to Nassaji (2015) the qualitative descriptive method aims to describe the phenomenon and its characteristic. The data in this study was taken from Traveloka Singapore's Instagram with username @travelokasg. However, this study focused on politeness strategies used in Traveloka Singapore's Instagram post captions. The data were Traveloka Singapore's Instagram post captions in the forms of phrases and sentences.

The methods and techniques used in collecting the data in this study were documentation method and note-taking technique. According to Fischer (2006) the documentation method performed a systematic study or evaluated printed and digital documents. In order to establish meaning, gain insight, and create empirical knowledge, qualitative research document analysis demands that data be reviewed and interpreted. The document means of this study was an Instagram post caption which was an Instagram post caption of Traveloka Singapore. In collecting the data, there were 4 steps in this study. The first was visiting the Instagram of Traveloka Singapore. Second, finding out that Traveloka Singapore's Instagram post caption contained a politeness strategy. Third, screenshotting the data that identified politeness strategy. The last step was writing down post captions that contained politeness strategies by using note taking technique. The note-taking

technique was writing materials in a form so that it may be retrieved and used later. The source of a note could be form of references from reading (Best and Kahn, 1998).

The techniques of analyzing the data in this study used technique analyzing data that proposed by Miles and Huberman (1994). Miles and Huberman (1994) stated that in analyzing the data, there were 3 several steps. Those were: data reduction, display data and data conclusion. First, reducing data. After collecting the data by documentation method and note taking technique the data would be reduced by several types of politeness strategy that purposed of Brown and Levinson (1987). There were: positive politeness strategy, negative politeness strategy, bald – on record, and off record. In displaying the data, the data would be display in the form of descriptive text, because the data was obtained during the process of qualitative research after displaying the data the conclusion was drawn.

RESULT AND DISCUSSION

Result

The results of this study shows that Traveloka Singapore's Instagram post caption uses all types of politeness strategies that proposed by Brown and Levinson (1987).

Tabel 1. Types of Politeness Strategies Found at Traveloka Singapore's Instagram Post Caption

No	Types of politeness strategies	Quantity
1	Positive politeness strategies	9 Data
2	Negative politeness strategies	5 Data
3	Off record	3 Data
4	Bald – on record	3 Data

Discussion

1. Positive Politeness Strategy.

According to Brown and Levinson (1987) in this strategy the speaker's attention to the addressee's positive face or self-image, which the speaker claims for himself or herself.

(Data 1)

"Yes guys, it is that time of the year! It is Traveloka's EPIC SALE with up 80% off! Set your alarms, grab your pals, plan your trip and book your trips from 25 May onwards! Get EPIC Rewards up to S\$444 with Godwy by playing Godwy Rush and sharing your Raise a Pet Referral link on the TravelokaApp.#TravelokaSG #LifestyleSuperApp #ExploreLikeNeverBefore #TravelokaEpicSale".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy using group identity markers. According to Brown and Levinson (1987) the addressee form is a part of identity markers to convey membership. This Instagram post caption could be seen in including addressee form "guys" in writing Instagram post caption. Traveloka uses this strategy to minimize the face-threatening act and try to be close to the reader by using addressee form "guys". Therefore, Traveloka may fulfill the positive face of the reader by using addressee form "guys" to convey in group membership. This caption tries to tell the reader that Traveloka has an Epic Sale.

(Data 2)

"We know many of you may have had a long work week and we here are some Traveloka Care tips that we know will help your mind to relax".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by asserting the speaker's knowledge of and concern for the hearer's want. According to Brown and Levinson (1987) this strategy indicates asserting or implies knowledge of the hearer's wants and willingness to fit one's wants with the hearer. On this Instagram post caption, it could be seen by writing the statement, "We know many of you may have had a long work week, and we here are some Traveloka Care tips that we know will help your mind to relax". Here, Traveloka show that they know about the reader's needs. By showing the understanding of the reader's wants, Traveloka may fulfill the reader's positive face because it expresses the solidarity and willingness to fit the reader's want. In this Instagram post caption, Traveloka try to offer Traveloka care tips to the readers because they know some of the readers had a long work week to help their minds to relax.

(Data 3)

"Let's explore Singapore".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by including both the speaker and the hearer in the same activity. According to Brown and Levinson (1987) this strategy can use an inclusive "we" form when the speaker really means you and I, and it is called cooperative assumption. On this Instagram post caption, it could be seen by writing the statement, "Let's explore Singapore". In accordance with *The Cambridge Dictionary* word let's is an abbreviation for let us. This statement shows that Traveloka try to invite the reader to use Traveloka in order to explore Singapore. Furthermore, by using this strategy may minimize the face-threatening act that causes of requesting.

(Data 4)

"LET'S GET COOKING THIS WEEKEND". From fancy gourmet to Thai cuisine, which one are you eager to learn to cook? Widen your culinary skill this weekend with #TravelokaXperince, book now through our link in bio. Feeling hungry more deals? Book with #SingaporeRediscoverers Voucher to receive \$5 voucher on your first #foodpanda order! T&Cs apply. More details trv.lkmoresrvdeals #travelokasrv #travelokaseangapore".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by including both the speaker and the hearer in the same activity. According to Brown and Levinson (1987) this strategy can use an inclusive "we" form when the speaker really means you and I, which is called cooperative assumption. On this Instagram post caption, it could be seen by writing the statement, "Let's get cooking this weekend". Following *The Cambridge Dictionary*, word "let's" is an abbreviation for let us. This statement shows that Traveloka try to invite readers to widen their culinary skills with Traveloka. Furthermore, by using this strategy may minimize the face-threatening act that causes of requesting.

(Data 5)

"Did this make you go duh or alamak?. Pick your favorite kayaking experience on #traveloka, from \$80 and redeemable with #SingapoRediscoverers voucher".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by using joking. According to Brown and Levinson (1987) this strategy may put the hearer at ease. On this Instagram post caption, it could be seen as a question, "Did this make you go duh or alamak?". According to *The Cambridge Dictionary*, the word "duh" is an exclamation that expresses a statement that is stupid or evident. On the other side, following *The Singles Dictionary* sides, the word "alamak" is an exclamation word used in a situation when someone is shocked or surprised by

something or event. Furthermore, the joking on this Instagram post caption asks the hearer if they feel this post is stupid or if they are shocked when they read this caption that tells them that Traveloka is available for a kayaking experience.

(Data 6)

"We are sure you would not want to miss our upcoming Epic Sale!. There will be so much discount, be like @theroycelee and set your alarms ready! We will see you on 25 May, 10am onwards - be there or be square! #TravelokaSG #LifestyleSuperApp #ExploreLikeNeverBefore #TravelokaEpicSale".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by being optimistic. According to Brown and Levinson (1987) optimistic expression is the output of this strategy. On this Instagram post caption, it could be seen in the statement, "We are sure you would not want to miss the upcoming Epic Sale!". The word "sure" on this statement marks feelings of what one thinks or knows. Here, Traveloka shows their optimism that the reader will not miss the Traveloka epic sale because there will be so many discounts.

(Data 7)

"Traveloka is partnering with Actxplorer to provide a platform for you to donate your SRV to underprivileged communities in Singapore and support Singapore tourism recovery".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by giving a gift to the hearer. According to Brown and Levinson (1987) in this strategy, the speaker knows about the hearer's wants to be fulfilled, which can be a form of care. On this Instagram post caption, it can be seen in the statement, "Traveloka is partnering with Actxplorer to provide a platform for you to donate your SRV". The gift, which means on this Instagram post caption, is a platform. Besides that, the gift here is in the form of care. This Instagram post caption tells the reader that Traveloka is partnering with Actxplorer to provide a platform for those who want to donate to underprivileged communities in Singapore and support Singapore tourism recovery. Therefore, this Instagram post caption expresses the care of Traveloka.

(Data 8)

"We've seen some insanely stunning buildings in Japan but this particular one is pretty face-inating!. Bringing a pop of color to the otherwise monochromatic neighborhood, Kyoto's face House was designed by architect Kazumasa Yamashita in 1973. @blackmobile".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by intensifying interest to the hearer. According to Brown and Levinson (1987) this strategy contributes speaker's own good story and may involve switching back and forth between past and present tense. On this Instagram post caption, it could be seen in statement, "We've seen some insanely stunning buildings in Japan, but this particular one is pretty face-inating!". This statement is categorized as present perfect tense. It shows a connection between the present and the past. Furthermore, this Instagram post caption tries to tell the reader by making a good story that Traveloka has seen some insanely stunning buildings in Japan in the past up through the present that there are some insanely stunning buildings. However, according to them, this building is pretty face-inating, and they added the statement, "Bringing a pop of color to the otherwise monochromatic neighborhood, Kyoto's face House was designed by architect Kazumasa Yamashita in 1973" to support their story.

(Data 9)

"There's so much to SEE, we promise to make you fall in love with your city all over again".

This Instagram post caption shows that Traveloka Singapore employs a positive politeness strategy by giving promising. According to Brown and Levinson (1987) promises is the outcome of this strategy. On this Instagram post caption, it could be seen in the statement, "we promise to make you fall in love with your city all over again". Giving a promise to the reader may reduce the potential of face-threatening act because promising shows a good intention in satisfying the positive face. Hence, this Instagram post caption tries to tell the reader that Traveloka promises to make the reader love their city all over again.

2. Negative Politeness Strategy.

According to Brown and Levinson (1987) this strategy deals with pleasing the addressee's negative face.

(Data 10)

[Booking enquiry updates as of 18 MAY 2021]

"Dear customers, we understand that bookings have been impacted by Phase 2 (Heightened Alert) measures, thus we have updated our Refund and Reschedule **process to serve you** better during this time (link in bio). Please stay tuned for more updates and most importantly remember to stay safe, everyone!"

This Instagram post caption shows that Traveloka Singapore employs a negative politeness strategy by using apologizing. According to Brown and Levinson (1987) this strategy can be done by giving an overwhelming reason. On this Instagram post caption, it can be seen in the statement, "bookings have been impacted by Phase 2 (Heightened Alert) measures". This Instagram post caption shows that Phase 2 (Heightened Alert) measures are a reason for refund and rescheduling bookings. Besides that, to impinge on the hearer's negative face, they also updated their refund, rescheduled the process, and attached the link to access them in a bio of Traveloka Singapore Instagram to serve customers at the time better.

(Data 11)

"Check out this hidden halal rooftop café at Bishan!"

#TravelokaSG #LifestyleSuperApp

This Instagram post caption shows that Traveloka Singapore employs a negative politeness strategy by impersonalizing the speaker and the hearer. According to Brown and Levinson (1987) this strategy can be a form of performative. Performatives here mean avoiding the subject and indirect object by eliminating the pronoun "I" and "you". On this Instagram post caption, it could be seen in the statement, "Check out this hidden halal rooftop café at Bishan!". That statement eliminates "I" and "you" as subject and indirect objects. In general, this Instagram post caption is, "I ask you to check out this hidden halal rooftop café at Bishan". In this case, by writing this Instagram post caption, Traveloka try to command the reader to check out this hidden halal rooftop café at Bishan. It concluded that this Instagram post caption included commanding the reader by eliminating the pronoun "I" and "you" as subject and indirect object. By doing this strategy, the Instagram post caption above sounds more polite and saves the reader's negative face.

(Data 12)

"Check out this beautiful boutique hotel!: AMOY by Far East Hospitality". #TvelokaSG #LifestyleSuperApp #ExploreLikeNeverBefore

This Instagram post caption shows that Traveloka Singapore employs a negative politeness strategy by impersonalizing the speaker and the hearer. According to Brown and Levinson (1987) this strategy can be a form of performative. Performatives here mean avoiding the subject and indirect object by eliminating the pronoun "I" and "you". On this Instagram post caption, it could be seen in the statement, "Check out this beautiful boutique

hotel!". That statement eliminates "I" and "you" as subject and indirect objects. In general, this Instagram post caption is, "I ask you to check out this beautiful boutique hotel!" In this case, by writing this Instagram post caption, Traveloka try to command the reader to check out this beautiful boutique hotel. It concluded that this Instagram post caption included commanding the reader by eliminating the pronoun "I" and "you" as subject and indirect object. By doing this strategy, the Instagram post caption above sounds more polite and saves the reader's negative face.

(Data 13)

"Greetings! You're cordially invited to Traveloka's 10th Birthday Sale-abration. Enjoy up to 50% OFF from your Hotel, Attraction, and Flight bookings. We also have additional exclusive coupons that is only available on our Telegram group! Click the link on our bio. We would be more than delighted to have you as our guests, so join us to sale-abrate this moment!"

#TravelokaSG #LifestyleSuperApp #TravelokaSalebrat10n

This Instagram post caption shows that Traveloka Singapore employs a negative politeness strategy by giving deference between the speaker and the hearer. According to Brown and Levinson (1987) the speaker can use this strategy to satisfy the reader's desire to be treated as superior. On this Instagram post caption, it could be seen in the statement, "We would be more than delighted to have you as our guests, so join us to sale-bration this moment!". Here, Traveloka defend the reader by making them as the guest. In this case, Traveloka as a seller invited the reader to a more personalized way to Traveloka's Birthday Sale-bration and try to offer hotel, attraction, flight bookings discounts and also other exclusive coupons. Therefore, by writing this Instagram post caption may defuse the potential of the face-threatening act.

(Data 14)

"One of the best parts of birthday is here: PRESENTS! We have three presents to offer, but you can only choose one! Yes, you probably already know the drill by now. Comment your choice, and the most voted present will be opened via our story. Don't miss it! Make sure you stay tuned. Traveloka's 10th Birthday Selebration is here, bringing you up to 60% OFF of flight, hotel, and attraction deals. Check it out on your Traveloka App, now!"

#TravelokaSG #LifestyleSuperApp #TravelokaSalebrat10n

This Instagram post caption shows that Traveloka Singapore employs a negative politeness strategy by stating an imposition as an instance of some general rule. According to Brown and Levinson (1987) this strategy forced by circumstances is the reason for this strategy. Hence it is stated by some general rules. This Instagram post caption includes a general rule. The statement signalizes the general rule seen on this Instagram post "We have three presents to offer, but you can only choose one!". Here Traveloka announces that in celebrating their 10 Birthday, they could give the reader three presents, but they give just the reader one of them. Hence by writing this Instagram post caption, Traveloka show they do not want to violate the face-threatening act, but it is a result of the general rule. Thus, the imposition of a negative face can be minimized.

3. Off Record.

According to Brown and Levinson (1987) this strategy is the speaker performs an act vaguely that the addressee could interpret as a variety of other activities.

(Data 15)

"Excuse me; Sonia (@immichellechong) is taking over again. If you want to know how easy planning a perfect vacation can be SWIPE. I've left some useful advice for you".

This Instagram post caption shows that Traveloka Singapore employs off record strategy by presupposing. According to Brown and Levinson (1987) this strategy forces the

hearer to look at the relevance of a previous event. On this Instagram post caption, it could be seen in the statement, "Sonia (@immichellechong) is taking over again". Here the word "again" is an adverb of time that explains the time that occurred. The word "again" forces the reader to search for the presupposed prior event. Furthermore, it can conclude that Sonia (@immichellechong) has handled this event and shared about easy planning a perfect vacation before.

(Data 16)

"Isn't beautiful? This is the Sri Sendayan Mosque located in Bandar Baru Sendayan, Negeri Sembilan".

This Instagram post caption shows that Traveloka Singapore employs off record strategy by using rhetorical questions. According to Brown and Levinson (1987) the speaker lets the answer hang in the air in this strategy. On this Instagram post caption, it could be seen as a question, "Isn't beautiful?" in writing Instagram post caption. In this case, this question is used not for asking for information. The function of the rhetorical question on the Instagram post caption above is to introduce The Sri Sendayan Mosque. Therefore, this Instagram post caption introduces the place after giving the rhetorical question.

(Data 17)

"Consists of thousands of islands and millions of fun, you can never wrong with a gateway in Indonesia".

This Instagram post caption shows that Traveloka Singapore employs off record strategy by using overstating. According to Brown and Levinson (1987), in this strategy, the speaker uses a point on a scale larger than actual state affairs to deliver the statement. On this Instagram post caption, it could be seen in the statement, "Consists of thousands of islands and millions of fun, you can never wrong with a gateway in Indonesia". This statement indicates overstating because it employs exaggerated language that distorts facts by making them much more significant than they are.

4. Bald – On Record.

According to Brown and Levinson (1987) bald on-record is a clear and simple way of saying things without ambiguity in a straightforward, clear, unambiguous, and concise manner. It provides no effort by the speakers to minimize the impact of the face-threatening acts.

(Data 18)

"See you at the next EPIC Sale!".

This Instagram post caption shows that Traveloka Singapore employs bald – on record strategy by using farewell. According to Brown and Levinson (1987) in applying this strategy, the speaker takes the hearer's left, which causes imposing the hearer's positive face. On this Instagram post caption, it could be seen in the statement, "See you at the next EPIC Sale!". This statement has the function of expressing that the event EPIC SALE has ended. By saying this statement, it may impose the reader's face.

(Data 19)

"If you're looking for a respite in the urban jungle, @parkoryalbeachboard is the place to be. This modern hotel offers a soothing environment to relax in style".

This Instagram post caption shows that Traveloka Singapore employs bald – on record strategy by advising the reader. According to Brown and Levinson (1987) the speaker advises against showing caring in applying this strategy. On this Instagram post caption, it could be seen in the statement, "If you're looking for a respite in the urban jungle, @parkoryalbeachboard is the place to be. This modern hotel offers a soothing environment to relax in style". This Instagram post caption targets someone who wants to find a respite

in the urban jungle. Besides that, this Instagram post caption gives more information about @parkoryalbeachboard. Hence, this Instagram post caption does not need to face redress. It is primarily done by making the reader interested.

(Data 20)

“Creamier Handcrafted @Gillman Barracks is a must-visit if you wanna satisfy your sweet touch.”

This Instagram post caption shows that Traveloka Singapore employs bald – on record strategy by advising the reader. According to Brown and Levinson (1987) the speaker advises against showing caring in applying this strategy. On this Instagram post caption, it could be seen in the statement, “Creamier Handcrafted @Gillman Barracks is a must-visit if you wanna satisfy your sweet touch.” This Instagram post caption advises about a place that must be visited if someone wants to satisfy sweet touch. It can be concluded that the target of this Instagram post caption is someone who wants to satisfy sweet touch. Hence, this Instagram post caption does not need to face redress. It is primarily done by making the reader interested.

CONCLUSION

From the results of this study, there were all types of politeness strategies found in this study. The first was the positive politeness strategy, from 15 types of positive politeness strategies, only 8 types of positive politeness strategies were found. There were: use in – group identity markers, asserting the speaker’s knowledge of and concern for the hearer’s want, including both the speaker and the hearer in the activity, joking, being optimistic, giving gifts to the hearer, intensifying interest to the hearer and the promise. The second was the negative politeness strategy. From 10 types of positive politeness strategies, only 4 types of negative politeness strategies were found. There were: apologizing, impersonalizing the speaker and the hearer, giving deference, and stating the face threatening act as a general rule. The third was off record. From 15 types of off record only 3 types of off record were found. There were: presupposing, using a rhetorical question, and overstating. From 11 types of bald - on record, only 2 types of bald - on record were found. There were: farewells and advising. Furthermore, it concluded that the positive politeness strategy was the most politeness strategy used at Traveloka Singapore's Instagram posts caption.

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