

## **POLITENESS VIOLATIONS IN NETIZENS' UTTERANCES IN THE COMMENT SECTION OF FACEBOOK REELS**

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### **Abstract**

*This study aims to (1) analyze politeness violations in netizens' utterances in the comment section of Facebook Reels and (2) explain the types of utterances in maxims that violate politeness. The research employed a pragmatic and qualitative descriptive approach. Data were collected using the listening method with tapping, reading, and note-taking techniques, and analyzed through a pragmatic equivalent method with both basic and advanced techniques. The findings reveal two main points: (1) the existence of politeness violations in netizens' utterances, and (2) the types of utterances associated with maxim violations. Violations were identified in five maxims: tact, generosity, modesty, approbation, and agreement. The utterances consisted of commissive, representative, perlocutionary, directive, locutionary, illocutionary, and expressive forms. Out of 120 utterances, 116 were found to violate politeness, including 19 violating the tact maxim, 8 the generosity maxim, 27 the modesty maxim, 42 the approbation maxim, and 20 the agreement maxim. The most frequently violated maxim was approbation, with 42 utterances (36.20%). The utterance types within this maxim included perlocutionary, directive, representative, and expressive forms.*

**Keywords:** *politeness violations, utterances, comment section, Facebook Reels*

### **I. INTRODUCTION**

The development of information and communication technology has brought significant changes in the way people interact. One of its impacts is the emergence of social media as a broad public communication platform, such as Facebook. The Reels feature on Facebook has become a medium for users to express opinions, share information, and engage in discussions easily. Maulidi (2016) revealed that language use in social networks (Facebook) consists of various forms of politeness in language. The forms of politeness found on Facebook include questions, expressions of gratitude, thankfulness, hopes, requests, appreciation, invitations, offers, and information. However, this ease of communication also creates risks, particularly concerning violations of politeness in online interactions. This is in line with the findings of Rohmadi (2017), who stated that in online communication, politeness violations occur more easily due to anonymity and freedom of expression.

Pragmatic theory provides solutions to prevent such issues, such as politeness strategies and politeness principles. Fallianda (2018), based on data analysis, found that speech participants predominantly used positive politeness strategies with a percentage of 81.3% and negative politeness strategies with 10.2%. In contrast, Jayanti (2019) discovered impoliteness strategies in Facebook and Twitter texts, consisting of four sub-strategies: (1) bald-on-record strategies, (2) positive politeness strategies, (3) negative politeness strategies, and (4) off-record strategies.

Politeness in language is an important aspect of communication because it reflects mutual respect between speaker and hearer. Violations of politeness may occur when utterances do not take into account social norms or when there is inaccuracy in language choice, which may offend others. Zulaeha (2013:98) stated, "Inaccuracy in the choice and use of language leads to misunderstanding and disrupts the harmony of relationships." In addition, non-linguistic

factors may also cause such violations, as demonstrated in Fauzi's (2020) study, which concluded that "violations are motivated by non-linguistic factors, namely social, geographical, social distance between speakers, family, and psychological."

In the context of social media, these violations often appear in the form of negative comments, satire, insults, mockery, ridicule, or hate speech. This phenomenon becomes particularly interesting to examine in the case of debates among netizens in the Facebook Reels comment section. Such debates often produce aggressive and emotional utterances that tend to violate the principles of politeness. It is assumed that these utterances violate the principles of politeness in the pragmatic study. According to Leech (1993), the politeness principles consist of six maxims: (1) tact maxim, (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) agreement maxim, and (6) sympathy maxim.

The analysis of politeness violations in netizens' utterances in the Facebook Reels comment section is important to understand how online communication can influence social relationships, shape public opinion, and reflect how ideological conflicts are manifested through language on social media. This has been demonstrated by Musfiroh (2019), who in her study found many violations of maxims in the statuses and comments of Facebook users. Violations of politeness maxims on Facebook are frequently found in the approbation maxim. Facebook users violated politeness maxims by using harsh and vulgar language, accusing interlocutors or third parties, or cornering their conversational opponents. Furthermore, Sulastri's (2019) research on YouTube comments showed that the dominant form of politeness violation was the tact maxim. Similarly, Yanti (2021) found that netizens' politeness violations in comment sections of Facebook news posts included violations of the sympathy maxim and the modesty maxim. Beyond Facebook and YouTube, Nofrita (2025), in her study of Instagram, identified six types of politeness principles in the posts of celebrity accounts.

This study aims to (1) analyze politeness violations in netizens' utterances in the comment section of Facebook Reels, and (2) explain the types of utterances in maxims that violate politeness in netizens' utterances in the Facebook Reels comment section. The results of this study are expected to raise public awareness of the importance of maintaining linguistic etiquette in digital spaces, thereby fostering healthier, more polite, and more constructive online communication. In addition, this research contributes to the development of pragmatics, particularly in the study of language use on social media. By understanding the types of utterances, forms, and patterns of politeness violations, it is expected that society will become more aware of the importance of upholding linguistic etiquette in online communication, thus creating healthier and more constructive social media interactions.

## II. METHOD

This study is classified as descriptive-qualitative research with both theoretical and methodological approaches. According to Sudaryanto (2015:15), the qualitative method is a research method that relies solely on existing facts or phenomena that empirically occur among speakers, so the data produced or recorded are presented as they are.

From a theoretical perspective, this research employs a pragmatic approach, meaning that the researcher, as an analyst of utterances, considers progressive linguistic phenomena by applying a pragmatic point of view in conducting the study. The pragmatic perspective seeks to uncover the intended meaning of utterances, whether explicitly expressed or implicitly conveyed behind the utterance (Rustono, 1999:18).

From a methodological perspective, this research applies two approaches: qualitative and descriptive. The qualitative approach is employed because the data consist of verbal language in the form of linguistic symbols (letters), not numerical data, but verbal forms (Muhadjir,

1996:29). The descriptive approach is applied because the analysis aims to describe the actual forms of language phenomena as they appear in the data.

This study employed a descriptive qualitative method with both theoretical and methodological approaches. Theoretically, it adopted a pragmatic approach, meaning the researcher analyzed utterances by considering linguistic phenomena from a pragmatic perspective, both explicit and implicit meanings. Methodologically, it combined qualitative and descriptive approaches, as the data consisted of verbal language in the form of written utterances rather than numerical data.

The research data were Netizens' utterances in the comment section of a Facebook reels video excerpt of a sermon uploaded by Rief Hasan Aji in August 2025. Data were collected using documentation (screenshots of comments) and observation methods, specifically the tapping (*teknik sadap*) and note-taking (*teknik catat*) techniques.

The analysis applied two methods. First, the normative method was used to match the data with the politeness maxims to identify violations. Second, the identity method (*metode padan*), particularly the referential distinguishing technique and the comparative differentiating technique (HBB), was employed to classify and compare the violations. The results highlighted the types of politeness maxims most frequently violated in Netizens' utterances.

In addition, this study employed a third technique of data analysis, namely the reflective–introspective method. According to Sudaryanto (2015:163), this method analyzes the data by combining reflective introspection with pragmatic analysis. The basic technique applied was the determining element sorting technique, with the researcher's mental competence serving as the main instrument (Sudaryanto, 2015:25). The reflective–introspective method relies not only on the researcher's knowledge derived from the data but also on broader linguistic knowledge that is consistent with linguistic rules.

The research instrument was in the form of data cards, which were used to record utterances, assign codes, provide identity information, and facilitate data classification. The procedures in this descriptive qualitative research consisted of the following steps: (1) Documenting screenshots of Netizens' comments in the Facebook reels comment section, (2) recording and compiling utterances into data cards, (3) classifying instances of politeness violations in Netizens' comments, (4) analyzing politeness violations by interpreting: (a) violations of politeness principles in Netizens' utterances and (b) the types of speech acts associated with the violated maxims, (5) discussing, differentiating, and categorizing the findings according to the violated politeness principles and speech act types, (6) using the results of the analysis to refine the classification of (a) politeness violations and (b) speech act types in the violated maxims.

### III. RESULTS AND DISCUSSION

The politeness principle consists of six maxims, namely (1) the tact maxim, (2) the generosity maxim, (3) the approbation maxim, (4) the modesty maxim, (5) the agreement maxim, and (6) the sympathy maxim. Based on the analysis of politeness maxim violations, two main findings were identified: (1) violations of politeness in the utterances of netizens in the comment section of Facebook Reels, and (2) the types of utterances associated with the maxims that were violated.

Violations of politeness were found in five maxims, namely (1) the tact maxim, (2) the generosity maxim, (3) the modesty maxim, (4) the approbation maxim, and (5) the agreement maxim. The types of utterances involved include commissive, representative, perlocutionary, directive, locutionary, illocutionary, and expressive utterances. Out of 120 utterances analyzed, 116 were found to violate politeness. The distribution is as follows: 19 utterances violated the

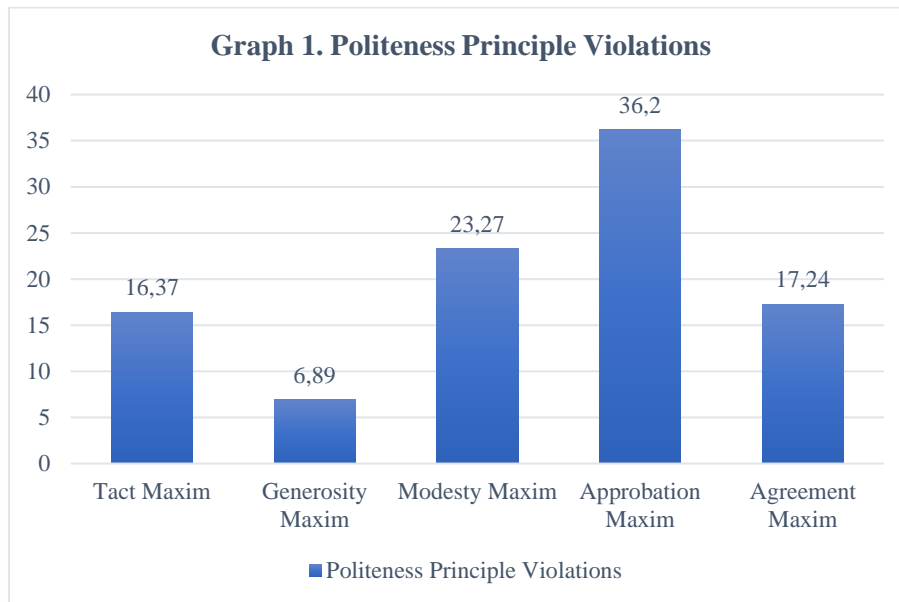
tact maxim, 8 utterances violated the generosity maxim, 27 utterances violated the modesty maxim, 42 utterances violated the approbation maxim, and 20 utterances violated the agreement maxim.

The maxim most frequently violated was the approbation maxim, with 42 utterances or 36.20% of the total data. The types of utterances identified in the violation of the approbation maxim were (1) perlocutionary utterances in the form of ‘insulting’, (2) directive utterances in the form of ‘challenging’, (3) representative utterances in the form of ‘insulting’, and (4) expressive utterances in the form of ‘criticizing’.

These findings provide an overview of politeness maxim violations in netizens’ utterances within the Facebook Reels comment section, along with the types of utterances used in such violations.

**Table 1. Recapitulation of Data Analysis on Politeness Principle Violations in Language Use**

No	Maxim Violated	Frequency	Type of Utterance	Form of Utterance	Percentage (%)
1	Tact Maxim	19	Commissive	Threatening	16,37
			Representative	Showing	
			Perlocutionary	Persuading	
			Directive	Requesting, Ordering, Challenging	
			Locutionary	Informing	
			Illocutionary	Requesting, Ordering	
2	Generosity Maxim	8	Representative	Boasting, Showing	6,89
			Illocutionary	Requesting Insulting	
3	Modesty Maxim	27	Expressive	Swearing, Criticizing, Insulting	23,27
			Illocutionary	Informing	
			Representative	Stating, Showing	
4	Approbation Maxim	42	Perlocutionary	Insulting	36,20
			Directive	Challenging	
			Representative	Insulting	
			Expressive	Criticizing Insulting	
5	Agreement Maxim	20	Representative	Demanding, Showing, Stating	17,24
			Directive	Ordering, Showing, Admitting	
			Illocutionary	Suggesting	
			Expressive	Refusing, Criticizing	



### Violations of the Tact Maxim

The principle in the Tact Maxim is that the other party should be burdened with as little cost as possible while gaining as much benefit as possible in the utterance. In addition, the speaker also seeks to minimize the hearer’s loss. Based on data analysis, it was found that 16.37% of violations of the Tact Maxim occurred in commissive, representative, perlocutionary, directive, locutionary, and illocutionary speech acts. The following is an example of a violation of the Tact Maxim that occurred in netizens’ utterances in the comment section of a Facebook reel.

(1) CONTEXT: NETIZEN 1 RESPONDS TO A COMMENT MADE BY NETIZEN 2, WHO COMMENTED ON A CLIP OF A SERMON IN THE REEL VIDEO

Netizen 1 : Apa njenengan tdk tahu kl Yaman itu termasuk yg dikabarkan oleh rasulullah negeri yg diberkahi. Bahkan Yaman negara kecil yg luar biasa pembelaannya terhadap Palestin. Njenengan?

‘Don’t you know that Yemen is one of the countries mentioned by the Prophet as being blessed? Even though Yemen is a small country, its defense of Palestine is extraordinary. Don’t you agree?’

Netizen 2 : **Yo ndang budal nang yaman kno se bin kibin, , h**

‘Yes, just go to Yemen first, bin kibin...’

Utterance (1) by Netizen 2 is identified as violating the Tact Maxim of politeness. This is evident in the utterance **“Yo ndang budal nang Yaman kno se bin kibin, ...h.”** The utterance violates the Tact Maxim because the hearer is burdened with a high cost but receives little benefit, while the speaker minimizes the cost to themselves. The light cost for the speaker is indicated by the small number of words expressed, whereas the heavy cost imposed on the hearer is marked by the number of words the speaker demands from them. Leech (as cited in Wijana, 2010) states that the longer a person’s utterance, the greater their intention to be polite toward the interlocutor.

Netizen 2’s utterance **“yo ndang budal nang Yaman kno se bin kibin, ...h”** was intended to urge the hearer to immediately accept the challenge given by Netizen 2 to go to Yemen. Such a challenge would be advantageous to the speaker, while for Netizen 1 it would

require great cost to fulfill. The utterance “**yo ndang budal nang Yaman kno se bin kibin, ...h**” belongs to the directive speech act type, specifically in the form of challenging and ordering.

## (2) CONTEXT: NETIZEN 3 RESPONDS TO A COMMENT ON A CLIP OF A SERMON IN THE REEL VIDEO

Netizen 3 : Bisa nya mencibir .. **klo lou bisa bikin kitab lou persi karya lou sendiri..** 🤔  
‘You only know how to sneer... if you can, write your own book with your own original work...’

Netizen 3’s utterance in (2) violates the politeness principle, particularly the Tact Maxim. The utterance “**klo lou bisa bikin kitab lou persi karya lou sendiri..**” violates the Tact Maxim because the hearer is burdened with high costs, little benefit, and significant loss, while the speaker minimizes costs and maximizes benefits for themselves. The light cost for the speaker is indicated by the small number of words expressed, while the heavy cost imposed on the hearer is indicated by the demanding nature of the utterance, which requires great effort.

The utterance “**klo lou bisa bikin kitab lou persi karya lou sendiri..**” is a directive speech act in the form of challenging and ordering. Netizen 3’s utterance was intended to challenge the hearer to write their own book. However, writing a book requires a long period of time, high costs, and extensive knowledge. In this case, the hearer is burdened with a heavy task in order to respond to the challenge.

Based on the analysis of 19 utterances that violated the Tact Maxim, six types of speech acts were identified: commissive in the form of threatening; representative in the forms of showing and reporting; perlocutionary in the form of persuading; directive in the forms of requesting, ordering, and challenging; locutionary in the form of informing; and illocutionary in the forms of requesting and ordering.

## Violations of the Generosity Maxim

The principle of the Generosity Maxim is that in an utterance, the hearer should be given as much benefit as possible, while the speaker minimizes their own benefit. In this maxim, both speaker and hearer are required to maximize respect for others while disregarding their own self-regard. In this study, 6.89% of the utterances in the Facebook reels comment section were found to violate the Generosity Maxim, consisting of representative and illocutionary speech acts. Representative speech acts appeared in the forms of boasting, showing, reporting, and requesting, while illocutionary speech acts were found in the form of insulting.

The following excerpt (3) illustrates a representative speech act that violates the Generosity Maxim:

## (3) CONTEXT: NETIZEN 4 RESPONDS TO NETIZEN 5’S COMMENT ON A CLIP OF A SERMON VIDEO REEL, AND NETIZEN 6 JOINS IN RESPONDING TO NETIZEN 5

Warganet 4 : Km itu jangan asal ngomong ya .  
‘Don’t just talk carelessly’

Warganet 5 : Saya S2 tenik mesin UGM, bagaimana mungkin asal ngomong?  
‘I have a Master’s degree in Mechanical Engineering from UGM, how could I be talking carelessly?’

Warganet 6 : Mau teknik mesin... saya di timur tengah 6 thn lebih tau dari anda tapi sampean muji yaman kira2 mau ngk tinggal di yaman atau hadramud... klo ngk tau sejarah jgn ngawur mas..

‘Even if it’s Mechanical Engineering... I lived in the Middle East for over six years, I know more than you. But since you’re praising Yemen, would you really want to live in Yemen or Hadramaut? If you don’t know history, don’t talk nonsense, sir...’

The utterance (3) by Netizen 5 is identified as violating the Generosity Maxim. Netizen 5’s utterance ‘**Saya S2 tenik mesin UGM, bagaimana mungkin asal ngomong?**’ and Netizen 6’s utterance ‘... **saya di timur tengah 6 thn lebih tau dari anda ....**’ violate the Generosity Maxim because the speakers clearly maximize benefit for themselves while minimizing benefit for the hearer, thereby disadvantaging the interlocutor. Such utterances also violate the pragmatic paradox, which refers to the contradictory attitudes displayed by the interlocutors in conversation.

Netizen 6’s utterance ‘... **saya di timur tengah 6 thn lebih tau dari anda ....**’ shows a lack of respect for the hearer who was asking a question. This contradicts Wijana’s (1996:58) statement that the Generosity Maxim requires each participant in a conversation to maximize respect for others and minimize disrespect toward others.

Netizen 5’s utterance ‘**Saya S2 tenik mesin UGM, bagaimana mungkin asal ngomong?**’ and Netizen 6’s utterance “... I lived in the Middle East for over six years, I know more than you ...” are classified as representative speech acts in the form of boasting.

### Violations of the Approbation Maxim

The principle of the Approbation Maxim is to minimize dispraise of others and maximize praise of others. This maxim requires every speech participant to maximize loss for themselves and minimize benefit for themselves. An utterance is said to violate the Approbation Maxim when the speaker maximizes dispraise of the hearer and maximizes the hearer’s loss.

Based on the analysis, 36.20% of the utterances were found to violate the Approbation Maxim, making it the highest proportion of violations. The speech act types identified in this maxim include: perlocutionary in the form of insulting; directive in the form of challenging; representative in the form of insulting; and expressive in the form of criticizing.

The following excerpt illustrates utterances in the comment section of a reel video that violate the politeness principle of the Approbation Maxim:

(4) CONTEXT: NETIZENS 7, 8, AND 9 RESPOND TO NETIZEN 5, WHO APPEARED TO SUPPORT BA’ALAWY IN RELATION TO A VIDEO REEL CLIP

- Netizen 5 : **Saya S2 tenik mesin UGM, bagaimana mungkin asal ngomong?**  
‘I have a Master’s degree in Mechanical Engineering from UGM, how could I be talking carelessly?’
- Netizen 7 : **Potolan timur tengah ko otaknya songong bro?** ‘Middle Eastern brat, why is your brain so arrogant, bro?’
- Netizen 8 : **Goblok dibilangi ngeyel,** ‘Stupid, already told but still stubborn’
- Netizen 9 : **S2 marimas tambah krupuk + nasi campur ya,,,** 🍲🍲🍲 ( kalahnya sama penipu)  
‘A Master’s in Marimas, plus crackers and mixed rice... (still loses to a scammer)’

The utterances in (4) by Netizen 7, ‘**Potolan timur tengah ko otaknya songong bro?**’, by Netizen 8, ‘**Goblok dibilangi ngeyel,**’ and by Netizen 9, ‘**S2 marimas tambah krupuk +**

**nasi campur ya,,, (kalahnya sama penipu)**’ are identified as violations of the Approbation Maxim because the speakers clearly maximize dispraise toward others.

This is evident in Netizen 7’s use of the phrase **‘otaknya songong’** intended as dispraise toward the hearer. Similarly, Netizen 8’s use of **‘Goblok’** and Netizen 9’s **‘kalahnya sama penipu’** were uttered to maximize dispraise toward Netizen 5. In these cases, Netizens 7, 8, and 9 attack the interlocutor by maximizing dispraise, which contradicts the principle of the Approbation Maxim—that conversational participants should not insult, mock, or belittle others.

The utterances by Netizen 7, 8, and 9 **‘Potolan timur tengah ko otaknya songong bro?’**, **‘Goblok dibilangi ngeyel’**, and **‘S2 marimas tambah krupuk + nasi campur ya,,, 🤔🤔🤔 (kalahnya sama penipu)’** fall under perlocutionary speech acts with the intent of insulting. The implicature of these insulting utterances emerged as a reaction to Netizen 5’s defense of Ba’alawy. These utterances, which maximize dispraise by insulting Netizen 5, represent clear violations of the politeness principle of the Approbation Maxim. Darighgoftar (2012:278) notes, “There is a relation between one’s character and his/her use of language”, indicating that there is a connection between an individual’s character and the language they use. In this case, the psychological state of the interlocutor influenced the language choices made.

### **Violations of the Agreement Maxim**

The principle of the Agreement Maxim is to minimize disagreement between oneself and others, and to maximize agreement between oneself and others. An utterance is considered to comply with this maxim if the speaker maximizes agreement with others. Conversely, an utterance violates the Agreement Maxim when the speaker maximizes disagreement with others. The type of speech act commonly employed in compliance with this maxim is assertive. The following excerpts illustrate utterances that violate the politeness principle of the Agreement Maxim.

(5) CONTEXT: NETIZENS 10, 11, AND 12 RESPOND TO A COMMENT IN THE COMMENT SECTION REGARDING A SERMON EXCERPT IN A REEL VIDEO THAT APPEARS TO CRITICIZE OR MOCK BA’ALAWY

Netizen 10 : Di luar Negeri berlomba lomba dan bersaing untuk menciptakan alat-alat Canggih... **di Indonesia masih sibuk ngurus Nasab... Sangat tak bermutu.** ‘Abroad, people are competing and racing to create advanced technology... while in Indonesia they’re still busy dealing with genealogy... absolutely worthless’.

Netizen 11 : **Wes wegah debat sesama....gak maju 2 ....** ‘I don’t even want to debate anymore... it’s going nowhere...’

Netizen 12 : **Bukan yaman yang salah, tapi oknum yang mengaku cucu nabi itu yang g benar** ‘It’s not Yemen that’s at fault, but the individual claiming to be the Prophet’s descendant who’s actually in the wrong’.

The utterances in excerpt (5) can be identified as violations of the politeness principle of the Agreement Maxim. This is evident in Netizen 10’s remark, **‘... di Indonesia masih sibuk ngurus Nasab... Sangat tak bermutu...’** absolutely worthless”; Netizen 11’s statement, **‘Wes wegah debat sesama....gak maju 2 ....’**; and Netizen 12’s comment, **‘Bukan yaman yang salah, tapi oknum yang mengaku cucu nabi itu yang g benar’**

These utterances violate the Agreement Maxim because the speakers maximize disagreement and minimize agreement with others. The expressions **‘Wes wegah’**, **‘Sangat tak bermutu’**, **‘Bukan’**, **‘itu yang g bener’** are indicative of rejection or refusal. These utterances take the form of locutionary acts in the form of informing, showing that the speakers are not interested in nor willing to participate in the debate between Ba’alawy’s critics and defenders.

The implicature of these utterances is that it is no longer relevant to debate Ba’alawy’s genealogy; rather, the speakers emphasize that it is more important to focus on matters that are useful and productive for the nation’s progress.

#### IV. CONCLUSION

Based on the analysis and discussion of politeness violations in the utterances of netizens in the Facebook Reels comment section, this study can be concluded as follows: (1) Politeness violations were found in five maxims, namely (a) Tact Maxim, (b) Generosity Maxim, (c) Modesty Maxim, (d) Approbation Maxim, and (e) Agreement Maxim. (2) The types of speech acts identified include commissive, representative, perlocutionary, directive, locutionary, illocutionary, and expressive acts. Out of 120 utterances, 116 were found to violate politeness principles, consisting of 19 utterances violating the Tact Maxim (16.37%), 8 utterances violating the Generosity Maxim (6.89%), 27 utterances violating the Modesty Maxim (23.27%), 42 utterances violating the Approbation Maxim (36.20%), and 20 utterances violating the Agreement Maxim (17.24%). The most frequently violated maxim was the Approbation Maxim with 42 utterances. The speech act types within the Approbation Maxim include: (1) perlocutionary acts in the form of insulting, (2) directive acts in the form of challenging, (3) representative acts in the form of insulting, and (4) expressive acts in the form of criticizing.

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