

Language Politeness In Political Discourse On Social Media

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Abstract. This study aims to explore and explain the form of speech on politeness in language in political discourse on social media (Twitter, Facebook, and Instagram). This type of research is classified as qualitative research with a descriptive method. The main theory used to analyze the data of the research results is the pragmatic theory, Searle about language politeness. The data in this study is written data in the form of text (words or sentences) in the comment column of each political post or news upload. The source of the data was obtained from political news uploads (political discourse) on social media twitter, Facebook, and Instagram. This research is focused on the form of language politeness. The data collection techniques used are observation techniques, documentation techniques, and record techniques. Data analysis goes through four stages, namely data collection, data reduction, presentation and analysis of data, and conclusion/verification. The validity of the data was obtained through diligent observation, extension of observation, peer examination and discussion, and triangulation. The results of the study show that there are forms of verbal politeness, namely (1) a single form of politeness: a form of directive speech with a function (convincing, influencing, challenging, and influencing) and a form of expressive speech with a function (satirizing and criticizing) (on social media twitter and Facebook), (2) a form of dual politeness: a form of directive speech and a form of expressive speech with a function (influencing and sarcasm) (on social media Instagram).

Key words: Language Politeness, Political Discourse, Social Media

Introduction

Humans and language are two things that cannot be separated. Humans as social beings need language as a means of communication. Humans can communicate with each other because they have the same understanding in expressing the results of their thoughts or ideas. Communication can be done by talking, asking questions, cooperating, discussing, and other forms of communication. In fact, in today's digital era, communication can be done online without face-to-face, such as making voice or video calls over the phone and sending messages through social media applications. (Nurafni, 2022) stated that language plays a very important role in building the culture and civilization of a nation because language as a social milestone will accompany the community of users who have an identity and character based on the language values that shape it.

Politeness is an important aspect to create good communication. Currently, the use of polite language is not paid attention to. Therefore, it is very natural to often find and find the correct use of language according to grammar. However, the sense and intention contained in it are not polite and make speakers and speaking partners feel offended (Pranowo, 2012). The communication process carried out by the community is inseparable from the act of speech.

The act of speech does not always go well even though the speaker and the speaking partner use the correct linguistic rules and can be understood together. This fact will make pragmatics one of the branches of linguistics that plays an important role in the use of language as a means of communication. As expressed by Leech, pragmatics examines meaning in relation to speech situations. In the context of the situation, the speech act will help the speech participants to know the intention of the speech partner so that the desired goal can be achieved (Nurul, 2022).

Political discourse is a discourse related to the world of politics and there are many lies, pretenses or hypocrisy. Political discourse develops in accordance with the times, so that many parties are against it, causing uncontrolled debates or arguments with each other by using impolite language and language ethics. Especially in this millennial era, humans are given the convenience of giving opinions on social media. The ease of accessing and giving opinions is supported by increasingly rapid and up-to-date technological advances, with only one electronic device, namely gadgets (Lucy, 2020). In addition, the development of communication technology has caused humans to change the way they communicate from face-to-face communication to cyber communication. Nowadays, communicating is a unique form because written communication is a sophisticated communication because of the social media that spreads in society. In the current 4.0 era, the types of online social media are very diverse. The most popular social media in the context of political discourse are twitter, Facebook, and Instagram.

The phenomenon of netizens commenting, both on social media twitter, Facebook and Instagram today, most of them easily make comments without thinking about the impact of the comments they have made. The ethics of netizens at this time, they give comments to the media have exceeded the limits of reasonableness, so that there are debates and hate speech. The formulation of the problem in this study is how to form politeness in the language of netizens in political discourse on social media twitter, Facebook, and Instagram?

Language is defined as a complex, specialized skill that develops in children spontaneously, without conscious effort or formal interaction, used without understanding the underlying logic, qualitatively the same in every person and different from other more general abilities in processing information or behaving intelligently Brown & Levinson (Suhardi, 2013). In addition, Kridalaksana (2012) states that language is a system of arbitrary sound symbols used by members of a social group to work together, communicate and identify themselves.

Sociolinguistics is a branch of linguistics that studies the relationship between language and social factors in a spoken society. It can also be understood simply that sociolinguistics includes three things, namely language, society, and the relationship between language and society. Therefore, a person in

speaking must pay attention to the cultural context in which he speaks.

Halliday (1985) stated that sociolinguistics is concerned with the relationship between language and the people who use the language. In other words, Halliday's statement implies that aspects such as vocabulary, attitudes, customs and culture of the language users influence the language used. Another opinion was expressed by Pride and Holmes (Padmadevi, 2014) that sociolinguistics is the study of language as part of culture and society.

The same opinion was also expressed by Chaer (2013) that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society. In addition, Nababan (1993) stated that sociolinguistics studies and discusses the social aspects of language, especially the variations found in language related to social factors.

Sociolinguistics views language as a communication system and a social system and is part of a particular society and culture. Therefore, language is considered a social phenomenon because the use of language as an expression of thoughts and feelings is influenced by social factors. Among these social factors are social status, language use is also influenced by situational factors, namely who speaks, uses what language, to whom, and when? (Sayama, 2015).

Research on Language Politeness in Political Discourse on Social Media will be studied using sociolinguistic theory. It is understood that language politeness as a sociolinguistic study is based on the views of sociolinguists who state that sociolinguistics studies the relationship between language and society Fauziah (2021). In addition, it also explains the reasons why people speak differently in different contexts, identifies the social functions of language. and the ways used in expressing social actions.

Soeparno (in Musyawir, 2017) revealed that pragmatics is a linguistic subdiscipline that studies the application or use of language in social communication must always pay attention to situational factors, the intention of the conversation, and the status of the speaking partner. So it can be concluded that pragmatics is a branch of linguistics that studies the use of language in social communication that pays attention to context.

Levinson (1983) defines pragmatics as the study of language that studies the relationship between language and its context which is grammaticalized or encoded in the structure of language use. Wijana (2012) also defines pragmatics as the study of language that is bound by context, meaning that pragmatics as the study of language studies the conditions of human language use which are determined by the context that accommodates and underlies the language. In addition, Morris (1983) provides a limitation that pragmatics is a language study that studies the relationship between signs and their speakers. In this case, pragmatics is seen as a study of the meaning conveyed by the speaker and interpreted by the listener.

Politeness refers to good character or consideration for others. Aspects of social hierarchy and social status determine politeness. Politeness is a term related to politeness, respect, good attitude or proper behavior (Kushartanti, 2014: 257). According to Pranowo (2014:4), a polite language structure is a language structure that is composed by the speaker so as not to offend the feelings of the listener or conversation partner. Everyone must maintain their own honor and dignity. This is intended so that others can also respect it. That is the essence of the speaker in communicating so that the interlocutor does not feel pressured or offended (Markhamah, 2015: 53). In addition, politeness in language is reflected in the manner of communicating through verbal signs or language manners. When communicating, we are subject to cultural norms, not just conveying the ideas we think (Yusriadi, 2021).

Politeness is a rule of behavior that is determined and agreed upon by a certain society so that politeness is also a prerequisite agreed upon by social behavior. In addition, politeness is referred to as an attitude to stay within the conditions and conditions that apply in the conversation according to Bruce Fraser and William Nolem (in Deliberation, 2017:16).

The presence of social media such as: Facebook, Instagram, Twitter, YouTube, WhatsApp, and others, is a reflection of the need for people to be able to obtain various kinds of information quickly and accurately in establishing long-distance or virtual communication. Both characteristics show the transactional and interactional functions of language.

The advancement of information and communication technology today, gadgets not only provide positive impacts but also provide negative impacts. The delivery of information is so fast, everyone easily produces information, through several social media such as Facebook, Twitter, or mobile phone messages such as WhatsApp and so on which cannot be filtered properly (Kusmanto, 2019). Van Dijk (in Nasrullah, 2015) stated that social media is a media platform that focuses on the existence of users that facilitates them in their activities or collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.

Methods

This type of research is qualitative research with a descriptive method. The research was carried out in November 2023-February 2024 on social media twitter, Facebook, and Instagram with the perspective of using language in social media, as a political period ahead of the 2024 General Election (Election) for Presidential and Vice Presidential Candidates of the Republic of Indonesia with a campaign period of November 28, 2023-February 10, 2024 which has been determined by the General Election Commission (KPU) of the Republic of Indonesia.

The data used, namely written data in the form of text (words or sentences) in the comment column of each post or political news upload on social media twitter, Facebook, and Instagram related to language politeness about; Forms of language politeness, namely assertive, expressive, declarative, and directive and commissive as the focus of this research.

The source of data for this research is limited to political news uploads (political discourse) only because the content of uploads varies and the number of uploads every day is very large. The political news that is the object of this study is news uploaded during political events ahead of the Presidential and Vice-Presidential Candidate General Election (Election) which is warm and actual during the campaign period of November 28-February 10, 2024. The data sources for this research are from social media twitter, Facebook, and Instagram. Data collection in this study was carried out through several techniques, namely observation techniques, documentation techniques, and note-taking techniques. Interactive research data analysis took place starting from (1) data collection; (2) data reduction; (3) data presentation; and (4) drawing conclusions (verification), by utilizing data triangulation as a technique to check the validity of research findings intended to avoid data interpretation errors.

Results and Discussion

Results

The description of the forms of verbal politeness is described based on the forms of verbal politeness found in speech on social media Twitter, Facebook, and Instagram. Forms of Politeness in Language in Political Discourse on Social Media Twitter, Facebook, and Instagram

A. The monolingual form of politeness in Social Media Twitter

1) Forms of politeness in directive language

The form of politeness in directive language can be observed in the following data.

Speech data from Twitter.

1. Context:

When commenting on a post from a speaking partner related to the 2024 Presidential Debate, PW as the number 2 presidential candidate was degraded by his two opponents.

2. BS (LK) :

The speech conveyed by the speaker (BS) to the speaking partner for his post was because the speaker (BS) had a sense of worship for one of the presidential candidates who was degraded by his opponent according to the post posted by the speaking partner. The form of politeness in directive language in data (1) is marked by a fragment of speech "my heart is immediately really convinced that I chose him. Other candidates really don't have a price-respect, good manners, more like hypocrites". (My heart was immediately very confident in choosing him).

I swore that I didn't want to vote at first, but when I saw Mr. PW being humbled like this, my heart immediately became really convinced that I would vote for him. The other candidate pair really has no price-respect, good manners, more like hypocrisy. (I swear!, I didn't want to vote at first. However, since I saw Pak PW being degraded like that, my heart was immediately very confident in choosing him. The other candidate pairs really don't have a sense of mutual respect, politeness, like hypocrisy).

3. NG (LK) : A lot of things like Masbro (Data 01 Twitter)

The speech conveyed by the speaker (BS) to the speaking partner for his post was because the speaker (BS) had a sense of worship for one of the presidential candidates who was degraded by his opponent according to the post posted by the speaking partner. The form of politeness in directive language in data (1) is marked by a fragment of speech "my heart is immediately really convinced that I chose him. Other candidates really don't have a price-respect, good manners, more like hypocrites". (My heart was immediately very confident in choosing him. Other candidates really don't have a sense of mutual respect, politeness, like hypocrisy).

The speech delivered by the speaker (BS) is a directive speech whose function is convincing with the speaker's intention to influence the speaking partner (HS) to take action. The form of verbal politeness is also found in the speech of the speaking partner with the greeting Masbro as a form of greeting to express respect for the speaking partner, not only that the speaking partner also tries to exaggerate attention, approval, and sympathy to the speaking partner so that the speech feels polite to the speaking partner. Sociolinguistically, the two speech participants came from the Javanese tribe. This is known because they use speech with diction; gw, really, ga, and Mas as the characteristics of the second tribe of the speech participants.

2) A form of politeness in expressive language.

The form of expressive language politeness can be observed in the following data. Speech data from Twitter.

1. Context:

When there is a post on the scores of the three presidential candidates who have debated, AS 7.6, PW 7.1, and GJ 7.3. In the debate, PW was again humbled and had tears in his eyes.

SMS (LK):

That's right, I thought that there would be a narrative "Mr. PW is a patient person" to fix (agree) the team's strategy for success. Hehehe... hehehe...

KT (LK) :

Reflecting on yesterday's crying can last a week, maybe this hopes to last until the voting date (Data 08 Twitter)

B. Forms of single-language politeness on Facebook social media

1) Forms of politeness in directive language

The form of politeness in directive language can be observed in the following data. Speech data from Facebook.

1. Context:

When the speaking partner commented on a post related to the style of the vice presidential candidate debate number 2, GR was flooded with blasphemy after the fourth debate of the presidential election on Sunday (21-1-2024). Netizens assessed that GR was arrogant or ignorant of customs because he made fun of the vice presidential candidate number 3 MM on the debate stage. Not only making fun of MM, GR also often attacks the number 1 vice presidential candidate MI.

MY (LK):

Yes, for all Indonesian people, I suggest that if you vote for presidential and vice presidential candidate number 2, it means that you are not in good health. Try to see that number 2 is very unethical at all, the vice presidential candidate feels that he is the son of a president who really has no manners. I know that Javanese people are full of manners, but the number 2 vice presidential candidate was very disgusting to be debated yesterday. May he get guidance from the Almighty, Amen.

UK (LK) :

It's better for Gibran than for the wind to not have an ID card. Dare bet number 2 is assured to win. (Data 03 Facebook)

The speech conveyed by the speaker (UK) to the speaking partner (MY) for his comment on the existing post related to the vice presidential candidate debate style number 2 was judged by netizens to be arrogant or not knowing customs. So the speaking partner (MY) spoke by suggesting to voters with the utterance that "if you vote for presidential and vice presidential candidate number 2, it means that you are not in good health". That is the statement commented by the speaker (UK) with a fragment of speech that "dare bet number 2 is convinced to win". The accusation is a form of politeness in the language of directive speech whose function is challenging because the speech conveyed by the speaker to the speaking partner intends to challenge and aims to make an influence so that the speaking partner takes action.

2) A form of politeness. Expressive language

The form of expressive language politeness can be observed in the following data. Speech data from Facebook.

1. Context:

When the speaking partner commented on posts related to the US-MI giving a number of promises in their campaign series in the 2024 Presidential Election.

AR (LK):

Amen is undoubted. Bismillah 1 Round.

AS (LK):

The monas round dreams of the river ye (dream this time), hehehe....

(Data 04 Facebook)

The speech delivered by the speaker (US) to the speaking partner (AR) for his comments related to the Anies Baswedan-Muhaimin Iskandar duo gave a number of promises in their campaign series in the 2024 Presidential Election. So that the speaking partner (AR) emphasized his undoubted choice of the presidential candidate to number 01 as a fragment of speech in data (1) "Amen is undoubted.

Bismillah 1 Round". That statement was commented on by the speaker (AS) as a fragment of the speech "Round monas dream kali ye (dream this time), hehehe...". The speaker's speech (AS) is a form of expressive language politeness whose function is satirical because the speech conveyed by the speaker to the speaking partner intends to satirize by stating or showing the speaker's psychological attitude towards a situation.

C. A form of bilingual politeness on Instagram social media.

The form of directive language politeness and the form of expressive language politeness can be observed in the following data. Speech data from Instagram.

1) Context:

When the speaking partner commented on the post related to GR, he appeared aggressive, answered MI and asked MM. Vice presidential candidate number 2, GR; I am looking for the answer. Prof. MM, why didn't you meet (but didn't)? Vice presidential candidate number 3; MM: Ask such a (so) change. Therefore, it is not worth answering.

MS (LK) :

It's not aggressive anymore, because he tries to look smart and able to see around but acts arrogant and has no manners. It is as if he is the power of all. Yaelahhh wkwkwkwk..... #AMINAJaDulu#2024.

(Amen first 2024)

Even though in fact it is empty (no) content.

AP (LK):

Amen a lot (mostly) talk (talk) but (no) no result. The talk of the presidential and vice presidential candidates is like (like) farting. No, it doesn't exist, it's just (just) making up (settling) the smell of doang, hehehe....the smell of Sunter river, the smell of rotten spices, the smells of 0% DP of mangkrak, the smells of Yemeni feet, hahaha....

MS (LK):

Yes, this is it (just like this), rather than violating the constitution and human rights, wkwkwkwkw...

(Data 01 Instagram).

The speech conveyed by the speaker (AP) to the speaking partner (MS) for his comment related to Gibran appeared aggressive in answering MI and asking MM. So that the speaking partner (MS) commented on GR's aggressive attitude to MI and MM with the intention of satirizing and influencing as the speech fragment on the speech data "As if he is the power of all. Yaelahhh wkwkwkwkwkwk.....#AMINAJaDulu#2024 ((Amen first 2024). Even though in fact it is empty (no) content". That statement was commented by the speaker (AP) as a fragment of the existing speech "Amen, a lot (most) talk (talk) no (no) results. The talk of the presidential and vice presidential candidates is like (like) farting.

There is no form, only (only) to make (eliminate) the smell (only), hehehe....the smell of the Sunter river, the smell of rotten spices, the smells of 0% abandoned DP, the smells of feet of Yemeni people, hahaha...". Likewise, the speech of the speaking partner (MS) has the intention of satirizing as in the speech data fragment "rather than violating the constitution and human rights, wkwkwkwkw...". The speech of the speaker (AP) and the speaking partner (MS) is a form of politeness in directive and expressive language whose function is to influence and insinuate because the speech delivered by the speaker and the speaking partner intends to influence and satirize each other and aims to influence the speaking partner to take action and state or show the speaker's psychological attitude towards a situation.

The speech conveyed by the speaker (US) to the speaking partner (DY) for his comments related

to MI, the number 1 vice presidential candidate, touched on the party he said was taking refuge behind the "Opa-opa armpit". So that the speaking partner (DY) said his response with the intention of criticizing as a fragment of speech in the speech data "It's strange, isn't it (which) is being criticized by the current government's work, yes, it's natural to be denied by the org in the current government.

GR is still a vice-presidential candidate, not part of the current government". That statement was commented by the speaker (US) as well as the existing speech fragment "Yes, the context is an election debate, not a government debate" with the intention of satirizing a speech. Nevertheless, the speaker still behaved politely because he used the Abang greeting as a form of expression to express respect for his speaking partner. The speech of the speaker (AS) and the speaking partner (DY) is a form of expressive language politeness whose function is to criticize and satirize because the speech delivered by the speaker and the speaking partner intends to criticize and satirize each other and aims to express or show the speaker's psychological attitude towards a situation.

Discussion

The form of verbal politeness in political discourse on social media, namely there is a form of single-language polite speech and a form of bilingual polite speech. The form of monolingual politeness is found in speech on social media, Twitter and Facebook with one (1) form of monolingual politeness including the form of directive language politeness and the form of expressive language politeness. The form of bilingual polite speech is found in Instagram social media speech with two forms of verbal politeness at the same time, including the form of directive language politeness with the form of expressive verbal politeness with the function of influencing and sarcasm.

Based on this description, it can be concluded that one act of speech or speech can have various purposes and functions as contained in speech on social media Twitter, Facebook, and Instagram. This is very relevant in the theory of speech action which is affirmed by Searle (1969) that one of the basic things of categorizing speech into forms of speech is that speech acts do not function individually, one speech act can have various purposes and functions or one speech can have more than one function. And vice versa, one function can be expressed in various forms of speech or speech. These forms of speech are embedded in an unrelated structure, but each connection must be found if the intent of the speech act is to be conveyed.

Conclusion

Based on the results of research and discussion on the form of polite speech in language in political discourse on social media (Twitter, Facebook, and Instagram), the following conclusions can be concluded. There are forms of monolingual polite speech and forms of bilingual polite speech. The form of single-language polite speech is found in speech on social media, Twitter, and Facebook, with a form of verbal politeness in its own language, including the form of directive language politeness and the form of expressive language politeness.

The form of polite speech in directive language with the function of convincing, influencing, and challenging is found in Twitter social media speech data and the form of expressive language politeness speech with the function of satirizing and criticizing is found in speech data on Twitter social media. Likewise on Facebook social media, the form of polite speech in directive language with the function of challenging and influencing is found in speech data and the form of polite speech in expressive language with the function of satirizing and criticizing there is speech data. meanwhile, the form of bilingual polite speech is found in Instagram social media speech with two forms of polite speech in language at the same time, including the form of polite speech in directive language with the form of polite speech in expressive language with the function of influencing and sarcasm. speech data that has a dual speech function is found in speech data on Instagram social media.

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