

## Politeness in X Conversations with Hashtag #Pemilu2024

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**Abstract**—Analyzing politeness in online discussion specifically on political election promotes valuable understanding of communication methods representing perspectives, actions, and political involvement in digital environments. This research aimed to identify the politeness strategies while discussing 2024 presidential election in Indonesia using hashtag #pemilu2024 in platform X. This research utilized both qualitative and quantitative approach. The data was taken by scraping the defined criteria using Octoparse application. After the scrapping and cleaning process, it derived as many as 307 tweets that was analyzed qualitatively by categorizing the criteria of speech act by Searle (1978) model as well as politeness strategies by Click or tap here to enter text.Brown and Levinson (1987) in Brown, (2022). Then, the data was analyzed quantitatively by calculating the percentage of each type of directiveness and politeness strategies. The findings showed that the dominant type of speech act used was Representative by 227 tweets or 74% from the total analyzed data, followed by Directive (16%), Expressive (5%), Combination (4%), Declarative (1%), and Commissive (1 tweet, 0%). For the politeness strategy, Non-FTA (82%) was dominating the types which followed by Negative strategies (12%), Off-Record (3%), Positive strategy (2%), and the least was Bald on Record (1%). This study provides an overview of how Indonesian social media users express their political ideas in the implementation of the 2024 presidential elections which can be a reference to promote fair, informed, and participatory electoral process.

**Keywords:** Speech Act, Politeness Strategy, Politics, Presidential Election of 2024, X (Twitter).

## I. INTRODUCTION

Nowadays people are free to talk and text in social media. They are able to convey ideas and thought without significant obstacles (Bullard, 2015; Shensa et al., 2016). However, these freedoms lead to diverse types of discourse both positive and negative tones of politeness (Campagna, 2021; Economidou-Kogetsidis, 2005). Politeness is a way of showing awareness of other persons' public self-image (Yin et al., 2012), related with minimizing the negative effect of discourse (von Schönfeld et al., 2019), politeness is formed by the surrounding (Ervin-

Tripp et al., 1990; Putrayasa, 2021). Therefore, people learn through social interaction as there are no defined texts to acquire politeness skills. When ones involve politeness in a communication, both conventional or virtually, it promotes the feeling of comfortable, a good relationship, and creates good interaction. Otherwise, impoliteness promotes bad relationships and bad interactions among people.

In Indonesian social media, impoliteness was triggered due to some factors such as ethnicity, political views, racial, and religion (Anwar et al., 2021). The phenomenon is

prominently showed in Indonesian presidential election in 2019. At the time, people were polarized into two groups (Sembiring et al., 2023). In the previous election in Jakarta there were discourses that lead to debates, also frustration, and weariness in the social media around political tones (Sukmayadi & Effendi, 2018). Moreover, it creates some semantically new words, called Cebong and Kampret (Fadly, 2020). Furthermore, the social media discourse analysis on president candidates in Indonesia, derives to the prediction of the election result (Budiharto & Meiliana, 2018). These phenomena derive curiosity on the politeness during the presidential election that was held in 2024. So, the politeness of twitter post with hashtag #Pemilu2024 is necessary to analyze.

## II. LITERATURE REVIEW

### Speech Act

A communicative act performed by a speaker or writer by uttering words, phrases, or sentences to attain specific function or intention is known as speech act. Speech act is also called Illocutionary act. Searle (1981) and Yule (1996) as cited in Suryandani and Budasi, (2021) divided speech act into five broad types, namely Declarative, Representative, Expressive, Directive, and Commissive. A declarative speech act conveys a changing reality through words, such as "I pledge to support this candidate." A representative speech act asserts or describes truth, such as "I believe this candidate will win." An expressive speech act shows emotional state of the speaker/writer's psychological state or situation, such as "Congratulation, the campaign was a big success." A directive speech act is a type of speech where the speaker (or the writer) aims to get the listener (or reader) to do something, for example: "Choose the first candidate!" Meanwhile, the commissive speech act refers to a commitment that the speaker/writer will do in the future, for example "I will choose the second candidate in the election." Two or more speech act types can be combined, which called as Combination, such as: "sorry to disagree, I will choose the second candidate in the election." This speech shows a combination of expressive and commissive speech acts.

In social communication where every user can involve, a directive speech act is used in wider scale, therefore, the data of a directive utterance is most frequent in occurrence (Nurhadi et al., 2013; Thambu et al., 2021). Directive speech is identified by the text of the utterance

and context of situation. The directive speech act indicates a stronger correlation between the speaker/writer to the listener/reader as it gives and gets attention from the speaker in communication. The abundance of the data then can be analyzed by the tones or strategies of its politeness.

As the directives are activities where speakers ask or give orders to listeners immediately without problems, the directive speech is frequently analyzed by its politeness (R. Rahmawati et al., 2018). Furthermore, the politeness analysis in specified speech including directive act was explored by Thambu et al., (2021) in a twitter hashtag #sahkanRUUPKS in a topic of politics around the law. The study of politeness using speech act in social media conversation during Indonesian presidential election of 2024 brings detail analysis not only about linguistic choices but also revealing how digital platform shape political interaction (Saaida, 2023), the adaptation of cultural norm in social media (Zuwairi et al., 2019), and the communication strategies that potentially influence the political engagement (Triwibowo, 2018). Therefore, the research on this topic contributes to the theoretical advancement in communication strategies and practical implications for fostering healthier political discourses specifically in Indonesian context.

### Politeness Strategies

Politeness can be analyzed by its principles (Leech, 2007) and strategies (Brown and Levinson, 1987) in Dickey (2016). Politeness strategies identify how people use the strategies to interact in a communication. Brown and Levinson's politeness strategies involves several rules that regulate how people speak, write, and behave in society including in a social media. Brown and Levinson propose a descriptive analysis of strategies employed by the participants to maintain respective appearances in social interaction. Brown and Levinson (2022) categorized human politeness manners in five strategies: Bald on Record, Positive Politeness, Negative Politeness, Off-Record, and No FTA Strategy. The study of politeness discourse is rooted from speech act analysis (Ogiermann & Bella, 2021), one of the prominent analysis models of speech acts was proposed by Searle (1976).

## X (Twitter) Communication

X social media, used to know as Twitter is a widely used social media by people all around the world for messaging, sharing idea and thoughts, as well as other communication purposes. The amount of data from twitter can be read and access freely. And it can be analyzed based on different analysis models. Therefore, it is possible for analyzing text in twitters (Hamidu, 2019; Tosuner, 2021). Due to the frequency of its users accessing X (Twitter). It is considered that tweeting is a habit, therefore studying the language in its platform may investigate the culture, ideology, or way people communicate. Moreover, other investigations showed that people construct their personal identities, feelings, and activities (Yulandari, 2022), as well as politeness in twitter status (Assem, 2022). Therefore, exploring the language pattern in this platform enables researchers to gather reliable illustrations on how people interact in social media environments which can give description and solution to issues that might occurred.

Various studies have been conducted to explore the language used in twitter such as Yulandari (2022) that examines the Twitter posts and comments' reply. The finding showed that there are three speech acts involved, including expressive speech act which gained the highest portion, followed by assertive, and directives. Beside X (Twitter), politeness in social media were analyzed, such as discourses in Facebook (Nisa & Manaf, 2021; Tsoumou, 2020), YouTube (Alcosero & Gomez, 2022), Instagram (Muhamad Farik Soumena & Suhardi, 2023), WhatsApp conversation (Mahmud, 2019)) etc. this research showed that social media discourse is widely analyzed, as nowadays people might spend more time in social median than in conventional interactions. Data from twitter utterance can be scraped by the hashtags, such as #Idol2024, #Dangdut2024, #Pilpres2024, easily using scrapping application such as Octoparse, Oxylabs, TwitterAPI, Bright Data, etc.

Speech acts and politeness have been extensively studied in direct and written communication, however, politeness in social media political discourse, specifically in Indonesian context remain underexplored. Moreover, there is few research on the exploration about politeness in twitter's comments about political topic, such as hashtag #pilpres2024, #Pemilu2024, and #president2024, while it is a big event for Indonesian democracy. Therefore, a study is

needed to investigate how speech act and politeness strategies are employed in social media conversation with political topics in Indonesian context.

This research is conducted to fill the gap. So, the researcher formulated that this research is going to answer the questions: (1) how is the speech act category in twitter hashtag #Pemilu2024? (2) How are the politeness strategies in directive speech act in twitter hashtag #Pemilu2024? To answer these questions, a set of scientific research procedure will be employed. The newness of this research is in the topics which is about the presidential election that occurred in 2024. The findings of this study are to identify the pattern of speech act of politeness in social media of X (Twitter) users in the political topics of presidential election in 2024. By examining social media discourse during the 2024 Indonesian presidential election, it provides clarity on the interplay among politeness, culture, and political communication by Indonesian social media users. This research is expected to provide description on how Indonesian people in social media use the politeness strategies to convey their political ideas around the presidential election in 2024.

## III. METHODS

The category of speech, level of directness, sub-types of directives, as well as tones of politeness of utterances are analyzed in the current research. Data of this research is X (Twitter) utterance with hashtag #Pemilu2024. The X platform was chosen as the application is widely used by Indonesian social media users to freely convey their views and discuss viral topics including politics. The hashtags are chosen to specify and limit the data set that was analyzed in this study. The choose on the hashtags were also that it widely used by Indonesian Twitter regarding the national election for presidential in February 2024. Thus, the discussion on the hashtag was trending several times in Indonesian X (Twitter). However, the data is limited to only elections and political-related discussion. The data was initially gathered by scrapping application namely Octoparse.

Octoparse was chosen because it is a non-programming data scraping application. Therefore, it is easy to handle (compared to other scrapping tools such as Oxylabs, TwitterAPI, Bright Data, etc.) for users with no-IT background, moreover, it is free of charge. The steps of octoparse scrapping includes:

1. The user download and sign-up on the application,
2. Create a new task and choose the intended social media application (in this research is X platform).
3. Fill the desired hashtags copied from X (<https://twitter.com/search?q=%23Pemilu2024>)
4. Copy the URL to Octoparse application
5. Download the result (it takes several minutes for the data be ready)

The scraped tweets are recorded in a spreadsheet that covers the account of communicators, tweets' category: Tweet (T), Retweet (R), and Reply (P), date and time, and the body of utterance.

After the data was gathered, it was then cleaned by eliminating unrelated utterance. The unrelated utterances were utterances that was not related with political topics related to Indonesian presidential election of 2024. For example is "MyBCA kasih lebih gampang bayar QRIS tinggal scan. Buka tabungan di mBCA sekarang!" The tweets were eliminated as it is an advertisement not the presidential election of

2024 topic. The removal was conducted manually by reading the content of the utterances. The clean data then, was analyzed by the type of speech act category based on Searle (1981) and Yule (1996) as cited in Suryandani and Budasi, (2021) and politeness strategies by Brown et al. (1987), including Bald on Record (BoR), Positive Politeness (PP), Negative Politeness (NP), Off-Record (OR), And No FTA (Non-FTA) Strategy. These categories are commonly employed for analyzing utterances, both natural and computer-mediated communication (Nastri, 2006). The analysis unit is utterance consisting of words, phrases, clause, and/or sentences. The analysis utilized a table analysis as shown is Table 1. The identified utterances, then, were calculated. Due to the number of utterances, researchers limited the utterance to only the direct type of speech act. The Directive speech act is chosen because this type of speech is related with asking or giving orders to listeners/readers, thus, the politeness types might vary. The tabulation analysis is showed by Table 1, which then calculated based on its frequency and percentages.

**Table 1. Analysis on the Scraped Data**

Account Name	Utterance	Tweet Category	Speech Act Type	Politeness Strategies
@abc1	<i>Dengan siapa lagi PDI perjuangan akan memutuskan berkoalisi?</i>	T	Directive	Non-FTA
@abc2	<i>Nah pada konten kali ini yuk kenali Visi dan Misi apa yang dibawa oleh Anies Baswedan dan Abdul Muhaimin Iskandar berikut!</i>	R	Directive	Non-FTA
@abc3	<i>Dengan kaum cebong...</i>	P	Commissive	- (Not analysed)

## IV. RESULT AND DISCUSSION

### Result

There are 1233 tweets (utterance in X social media) gained during the scrapping process with hashtag #Pemilu2024 by Octoparse application. During the cleaning data, 926 tweets were eliminated due to irrelevant topics, such as advertisement, or other discussion irrelevant to 2024 presidential election. Hence, 307 tweets were analyzed. The analysis refers to the research questions, which was exploring the speech acts and the politeness strategies. Therefore, the findings of this current research are presented into two sections. The first section is finding

about how the speech acts used in hashtag #Pemilu2024, while the second finding was about the politeness strategies on the tweets about the hashtag.

#### a. Type of speech act on X (Twitter) hashtag #Pemilu2024

The analysis on corpus derived from as many as 307 tweets, it was found that the dominant types of speech act used by netizens when using hashtag #pemilu2024 was representatives by 227 tweets or 74% from the total analyzed data. It was then followed by Directive by 49 tweets or 16%, expressive by 15

tweets (5%), the type of Combination by 13 tweets (4%), and declarative by 2 tweets or 1%, and the least type of speech act types was commissive by 1 tweet (0%). These numbers are presented in table 2.

**Table 2. Types of Speech Act based on Searle (1981)**

Illocutionary Act	Counts	%
Commissive	1	0%
Combination	13	4%
Declarative	2	1%
Directive	49	16%
Expressive	15	5%
Representative	227	74%
Grand Total	307	100%

b. Type of politeness strategies on twitter hashtag #Pemilu2024

The analysis on the utterances derived from as many as 307 tweets based on the politeness strategies used by the users when using hashtag #Pemilu2024, it was found that the dominant politeness strategies was non-FTA by 251 tweets or 82% from the total analyzed data. It was then followed by Negative strategies 37 tweets or 12%, Off-record by 10 tweets (3%), Positive strategy by 6 tweets (2%), and the least strategies of politeness used in the posting with hashtag #Pemilu2024 was Bald on Record by 3 tweets (1%). These numbers are presented in Table 3.

**Table 3. Politeness Strategies based on Brown and Levinson (1980)**

Politeness Strategies	Count	%
Bald on Record	3	1%
Positive	6	2%
Negative	37	12%
Off-Record	10	3%
Non-FTA	251	82%
Grand Total	307	100%

## Discussion

The data analysis proceeded in this study was the mixing of computational and manual work. Although technology is crucial for exerting insight from large datasets manual analysis is needed to direct the data based on the context. It is in line with Woolley and Howard (2016) view that a comprehensive analysis typically requires the incorporation of manual examination from the researchers that enriches the contextuality of the findings. The computational method of data

gathering using Octoparse is handy and efficient to gain big amount of data from X (twitter) platform, as there were 1233 tweets (utterances) were obtained in just few minutes, which it is highlighted by Prihantoro (2022).

In the process of analysis, researchers take part on the qualitative aspects to identify the types of speech acts and politeness strategies. It shows that the combination of computer power and human intuition enables analysis to effectively navigate the complexities of contextual of the discourse, resulting in better quality and precise interpretation on the available data.

The data gained from X platform with hashtag #Pemilu2024 was in various topics. Although the hashtag was about election, however there are advertisements, and other topics used the hashtag, therefore data cleaning is essential. The clean data, related to the presidential election, is primarily the presence of campaign messages endorsing the three presidency candidates including Anies Rasyid Baswedan-Muhaimin Iskandar as the first candidate, Prabowo Subianto-Gibran Rakabuming Raka as the candidate No 2, and Ganjar Pranowo-Mahfud MD as the candidate No 3. The evident feature of this online conversation is the massive repetition and retweets without significant comments which create pattern when analyzing the tweets. The significant amount of campaign-related content has led to the situation where users replicate and intensify specific messages, so contributing to the formation of noticeable pattern. The retweet pattern functions digital echo that magnifying specific narratives and influencing the online conversation surrounding the presidential candidates. By analyzing the number of retweets, the information about campaign patterns were obtained as how it spread via interconnected network of X social media platform.

By the tweets analyzed, the dominant of the typical speech act is Representative, accounting for a significant 74% of the total tweets examined. This type of speech act was contrasting the finding of Rahmawati et al., (2020) that the most frequent number was expressive. This difference was due to the different hashtag analyzed and different purposes. In this research, the number was closely linked to the characteristics of the 'initial tweets' disregarding the retweet, reply, and comments. The representative speech act is typically used as a means of sharing information,

personal viewpoints, however, or engage in broader speech. The representative type of illocutionary act relates to true or false information. However, many representative tweets were intended to direct the readers. For example:

*“Langkah Politik Jokowi Ingin Pertahankan Kekuasaan Melalui Gibran #politik #gibran #kaesang #PolitikDinasti #bulurah #Pemilu2024”*

Translation:

*“Jokowi's Political Strategy Want to Maintain Power Through Gibran #politik #gibran #kaesang #PolitikDinasti #bulurah #Pemilu2024”*

The tweet was in the form of representative, however, in the environment of presidential election, the tweet implied directness: “do not choose this candidate.” The netizens commonly employed this style with intention to direct or persuade the readers. Therefore, understanding the types of speech acts helps provide essential background of comprehensive communication presented in the investigated twitter discourse. By the context, the distinct aspect of representative function in the hashtag is to highlight the changing and dynamic characters of digital communication. Therefore, Representative goes beyond simply stating facts and includes the subtle impact of social instructions.

After the form of representative, in the second place there was the Expressive’ type of speech acts. The example of expressive speech act found during the data analysis is:

*“Dukungan sepenuh hati buat Pak Arsjad Rasjid ini yang mempersiapkan segala sesuatu dengan begitu cekatan Arsjad Rasjid Ketua Kadin #arsjadrasjid #pemilu2024 #inklusiKolaboratif”*

Translation:

*“Wholehearted support for Mr Arsjad Rasjid who prepared everything so skillfully Arsjad Rasjid Chairman of chamber of commerce #arsjadrasjid #pemilu2024 #inklusiKolaboratif”*

This tweet expresses support for one of the state officers in a form of expressive speech act but indicated for a campaign (directive). The

semantic of the tweet is promoting the mentioned person for their agenda involving in political activity.

In terms of politeness, the finding showed that the dominant politeness employed is Non-FTA which gained 82% of the total tweets. It implied that at the beginning of the campaign, people tend to maintain politeness. This finding is in accordance with von Schönfeld et al., (2019) that people like to maintain their politeness strategies to avoid negative effect of impoliteness. However, it is contrasting the findings of Anwar et al., (2021); Fadly, (2020); and Sukmayadi & Effendi (2018) that in the topic of politics, people tend to be more impolite. This difference might be due to the number of candidates. In 2019, the election was followed by only 2 candidates that easily promoted polarization. Therefore, the competition was immense, resulting on the intensive impoliteness strategies.

The political campaign currently identified in X scene with hashtag #Pemilu2024 was overshadowing other themes and topics. A significant proportion of the site was about discussion and post. This finding showed the passion and intensity surrounding the electoral activities. In addition, there are also a few aspects of the discussion relates to educational content selected by the Election Supervisory Agent (*Bawaslu*). This addition highlights some deliberate attempts to distribute important information and knowledge regarding the political process, so contributing to a better-informed voter. Nevertheless, withing this discussion driven by political campaigns and education, there is an additional aspect that involves the portrayal of political leaders who are not involving in the impending election, this framing deliberations, examinations, and viewpoints regarding individual who need to gain readers attention for certain purpose

## V. CONCLUSION

Some conclusions can be drawn from the findings of this research. Based on the types of speech act, the dominant type is Representative while meaning is directive, it inferred that the posting in X platform regarding #pemilu2024, people tend to be more assertive in gaining attention and persuading audiences. It is then supported with the second finding that politeness strategies it’s drawn. The dominant strategy was non-FTA which means people tend to be more polite in expressing their ideas. In conclusion, the

way people express their political idea during presidential election of 2024 campaign in social media X is more assertive and polite than the social media utterance during presidential election of 2019.

However, the researchers are aware that there are limitations on this research. The analyzed data on this research was limited on the tweets during the first month of the presidential election campaign, which was the beginning of the campaign period. The data might then be shifted further as there were more intensive campaign activities and boiling situations. Moreover, the politeness was analyzed only on one type of speech act, namely directive speech act. Therefore, for future research, it is suggested to do analysis on wider data set not only on the directive type of speech act) and longer time span (from the beginning of the campaign until the post-election), therefore, the pattern of speech act categories and politeness strategies can be identified comprehensively.

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