

POSITIVE POLITENESS STRATEGIES USED IN THE COMMENT SECTION OF ALINAKIM'S TIKTOK

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Abstract

This study aims to analyze the positive politeness strategies used in the comment section of Alinakim's TikTok account. The objectives of this study are to identify the types of positive politeness strategies used and to explain the purpose of those strategies. This study uses a qualitative approach with a descriptive design. The data were collected from the comment section of Alinakim's TikTok account. This study aims to analyze the positive politeness strategies used by users in the comments section of the @Alina Kim account on TikTok by utilizing the theory of Brown and Levinson (1987). This study method used in this study is qualitative research. The data and source of data are collected from the comment section of Alinakim's TikTok videos in December 2022. The findings of this study show that the dominant positive politeness strategies used in the comment section are intensifying interest and giving compliments. These strategies aim to enhance the hearer's positive face, making them feel good about themselves. These strategies aim to create a positive and supportive environment, which is essential in building a sense of community and belonging. The conclusion, the positive politeness strategies used in the comment section of Alinakim's TikTok, particularly the strategies of intensifying interest and giving compliments, are effective in creating a positive and supportive relationship. The findings suggest that positive politeness strategies play a crucial role in the construction of social relations in online communities because they help to establish rapport, create an atmosphere of mutual interest, promote discussion, strengthen groups, and maintain politeness in online interactions.

Keywords: Positive Politeness Strategies, Comment Section, TikTok.

1. INTRODUCTION

Social media platforms have led to the development of new communication practices that have not been fully explored. TikTok is one of the most popular social media platforms that has gained a lot of attention in recent years. It is a video-sharing app that allows users to create and share short videos with their followers. The comment section of TikTok videos has become a space for users to engage with each other and express their opinions. This study aims to explore the positive politeness strategies used in the comment section of @Alina Kim on TikTok.

Positive politeness strategies are used to maintain and enhance social relationships by showing friendliness, respect, and concern for others. The study will analyze the comments posted on @Alina Kim's TikTok videos to identify the positive politeness strategies used by the users. The findings of this study will contribute to the understanding of how positive politeness strategies are used in social media communication and how they can be used to maintain and enhance social relationships.

The study will be conducted using a qualitative research design, specifically a discourse analysis approach. The data will be collected from the comment section of @Alina Kim's TikTok videos, which have a significant number of followers and comments. The comments will be analyzed to identify the positive politeness strategies used by the users. The study will also examine the context in which the comments were made to understand the social relationships between the users.

The study is significant because it will provide insights into the use of positive politeness

strategies in social media communication. The findings of this study will contribute to the development of a better understanding of how social media users maintain and enhance social relationships through positive politeness strategies. The study will also provide practical implications for social media users who want to use positive politeness strategies to maintain and enhance their social relationships.

A study on politeness was previously carried out by Cahyanti (2018) entitled "Strategies of Politeness Mined by English Teachers in Class Interaction at SMP Negeri 4 Tamalatea." This study aims to determine the types of politeness strategies that are used by English teachers in class interactions. This study used descriptive qualitative, and the instruments are observation and interview. An observation list to determine the type of strategy the dominant politeness used in class interactions and interviews was distributed to teachers at SMPN 4 Tamalatea as research data objects. This study showed that teachers used the types of politeness strategies in Brown & Levinson's theory (1987). The findings of this research showed that the teacher used the types of politeness strategies, namely positive politeness, negative politeness, and bald on record, and off the record.

The dominant types used by the teachers were bald on record. This previous study took the data on politeness strategies in class interaction. Meanwhile, this research merely focused on positive politeness strategy in social media applications namely TikTok.

Another study of politeness was conducted by Pradnyani et al (2017) entitled "Positive Politeness Strategies in Animation Movie "Home" Directed by Tim Johnson." This study focused on the use of politeness strategies and the types of positive politeness strategies that are widely used in movie conversations. Based on the results of the analysis were 10 types of positive politeness strategies based on Brown & Levinson's theory (1987). The dominant positive politeness strategy in the movie "Home" is the use of in-group identity markers. The previous study only focused on the type of positive politeness strategies; however, this research also analyzed the purpose of positive politeness strategies.

It is interesting to research positive politeness strategies that are used in the TikTok comment section. There are many utterances containing positive politeness strategies in @Alinakim's comment section, such as utterances of humor, agreement, and compliment that contain positive politeness strategies that can create a positive and supportive environment that encourages engagement and interaction. Positive politeness strategies are used to show friendliness, solidarity, and respect toward the addressee. In the context of social media, these strategies can be used to create a positive and supportive environment in the comment section. Additionally, these strategies can help to build a sense of community and belonging among followers. Conclude this research focuses on the strategies of positive politeness and its purpose in the @Alinakim on TikTok.

2. RESEARCH METHOD

This study on positive politeness strategies in the comment section of @Alina Kim on TikTok used to use a pragmatic research approach. Pragmatic research is a qualitative research approach that focuses on the practical application of research findings. The study aimed to identify the positive politeness strategies used by users in the comment section of @Alina Kim's TikTok videos and how these strategies contribute to maintaining and enhancing social relationships. Qualitative research methods are designed to help researchers understand people and their social and cultural contexts. Spradley (1979).

The research used the politeness theory of Brown & Levinson to analyze the positive politeness strategies used in the comment section of @Alina Kim on TikTok. The politeness theory is a framework that explains how people use language to maintain social relationships and avoid conflict. The study used the politeness theory to identify the positive politeness strategies used by the users and how these strategies contribute to maintaining and enhancing social relationships.

The data for this study was collected from the comment section of @Alina Kim's TikTok videos. The comments used to be analyzed to identify the positive politeness strategies used by the users. The study also examines the context in which the comments were made to understand the social relationships between the users.

The study used a case study research design to analyze the positive politeness strategies used in the comment section of @Alina Kim on TikTok. A case study research design is a qualitative research method that focuses on a specific case or phenomenon to gain a deep understanding of it. The study used @Alina Kim's TikTok videos as a case study to analyze the positive politeness strategies used in the comment section.

The pragmatic research approach and politeness theory used provide a comprehensive understanding of the positive politeness strategies used in the comment section of @Alina Kim on TikTok. The findings of this study used contribute to the understanding of how positive politeness strategies are used in social media communication and how they can be used to maintain and enhance social relationships.

3. RESULT AND DISCUSSION

4.1 Positive Politeness Strategies in the Comment Section of Alinakim's TikTok

Table 1. The data findings of positive politeness strategies used in Alinakim's comments section in Tiktok

No.	Positive Politeness Strategies	Frequency	Precentage
1.	Noticing, attending to H (her/hisinterests, wants, needs, goods, etc.)	1	0,91 %
2.	Exaggerating	4	3,64 %
3.	Intensifying interest	67	60,91 %
4.	Using in-group identity markers	1	0,91 %
5.	Seeking agreement	4	3,64 %
6.	Avoiding disagreement	1	0,91 %
7.	Presupposing	1	0,91 %
8.	Joking	16	14,55 %
9.	Asserting	6	5,45 %
10.	Offering	2	1,82 %
11.	Being optimistic	4	3,64%
12.	Including both S and H	1	0,91 %
13.	Giving gifts to H (goods, sympathy, understanding, cooperation)	2	1,82 %
		110	100%

4.1.1. Noticing, and attending to H (her/his interests, wants, needs, goods)

01/NCH/BR

“Alina, you’re really good at dance. I wonder, post more often”.

This is the comment on the video of Alina’s dance choreography of Blackpink., the video is about Alina making dance cover of Blackpink’s song namely Pink Venom. She shows a good dance performance.

It can be seen in the comments above that the speaker uses a strategy of noticing and attending to H. Involves the ability to attend to and interpret important information in a given situation. The speaker has seen Blackpink Alina's cover dance video, then he gives attention to Alina’s dance by saying, "Alina, you are really good at dancing." This strategy is in the form

of a compliment. The speaker appreciates Alina who has covered the Blackpink dance very well. Thus, the speaker saves Alina's positive face. In the utterance "Alina, you're really good at dancing", the speaker employs positive politeness by using the strategy of notions and attending to the hearer. This strategy gives interest in Alina's talent. This strategy is a way of complimenting Alina and showing her that the speaker values her talent.

4.1.2. Exaggerating

02/EG/SR

"Famous Alina. Just the girl I wanted to see. You're the best dancer I've ever seen, you could be a professional!"

This is the comment on the video of Alina's dance choreography of Blackpink., the video is about Alina makes dance cover of Blackpink's song namely Pink Venom. She shows a good dance performance.

It can be seen in the comments above that the speaker uses a strategy of exaggerating, by saying "You're the best dancer I've ever seen, you could be a professional!" The speaker appreciates Alina who covers Blackpink's dance very well. Thus, the speaker saves Alina's positive face. Excessive use of positive politeness strategies can be seen as giving the target a confidence boost and making them feel valued. This strategy is performed in this situation where many people have covered Blackpink's dance choreography and the dance is really easy to do and it becomes a popular dance choreography. Even Alina herself isn't a dancer and she dances just for fun. The speaker praises and cheers her dance. The utterance "You could be a professional" is a kind of exaggerating strategy. Alina's dance skill is still far from the professional level. However, since the speaker is a big fan of Alina, he says that Alina could be a professional dancer. The data on exaggerating strategy are also found in data numbers 49, 73, and 78.

4.1.3. Intensifying Interest

03/INR/MSD

"You have such a great sense of style; I want to wear ootd like you!"

The comments on Alina's vacation in Russia, she wore a very attractive outfit with a combination of bright colors, namely a white miniskirt with a checkered pattern, a soft blue crop top and a so-colored cardigan, and the speaker wanted to wear the same outfit as her.

The statement "You have such a great sense of style; I want to wear ootd like you!" contains the politeness strategy of intensifying interest. This strategy is used to express admiration or appreciation towards the person being addressed, in this case, the person's fashion sense, and to convey a desire to emulate them. The use of the word "such" emphasizes the extent of the person's great fashion sense, while the phrase "I want to wear ootd like you!" indicates the speaker's desire to be like the person being addressed. The data of intensifying interest strategy are also found in data numbers 14, 16, 17, 18, 19, 20, 21, 22, 24, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 41, 42, 43, 44, 45, 46, 47, 48, 50, 51, 52, 53, 54, 55, 58, 61, 62, 66, 67, 72, 74, 76, 77, 79, 80, 81, 83, 84, 85, 86, 88, 89, 91, 92, 93, 95, 97, 99, 100, 101, 102, 105, and 109.

4.1.4. Using in-group identity marker

04/UGM/EC

"Homrai really wanted this ship to dock"

This is a comment from Alina and Raider who changed their appearance from without makeup to after makeup. It started by showing their real faces without any makeup and then continued with the transition which revealed makeup with a very cool gothic style and the speakers really liked the interactions between Homa and Raider who looked very suitable for each other. Homa

is Alina's stage name.

The utterance "*HomRai really wants this ship to dock*", seems that using identity tagging in the "HomRai" group indicates that Homa and Raider are part of a certain group or team that has something in common. The purpose or interest for the docking of the ship is because many Homa and Raider fans really like the interaction between the two of them which looks very suitable as a couple and many fans hope that the two of them have a special relationship in the real world so that they have a group of fans called "HomRai" which combines the names of Homa and Raider. This strategy of using identity tagging in groups can create a sense of belonging and unity among group members, and can also help build a sense of credibility or trust with others who are part of the same group. However, it can also create a sense of exclusion or hostility towards those who are not part of the group.

4.1.5. Seeking agreement

05/SA/CPS

*"I agree about this. You danced really better last, didn't you? **Can we be friends?**"*

This comment on Alina dancing to a TikTok song, namely HIP from Mamamoo but with poor performance, so Alina gave the caption "I'm really tired today, sorry my dance was bad today", then in the comments column there are comments sent by the audience, such as "I agree about this. You danced better last, didn't you? Can we be friends?", the speaker wanted to be friends with Alina because the speaker seemed interested in her dance, it was found from her comment in the first sentence, namely "I agree about this."

The utterance "Can we be friends?" is a polite question seeking agreement or consent to form a friendly relationship between two people. It can be analyzed as a direct question that uses the modal auxiliary verb "can" to express the possibility or potential of forming a friendship, with the subject "we" referring to both parties involved. The question mark at the end indicates that a response is expected, either an agreement or disagreement, and the tone of the sentence is neutral and friendly. The utterance is a common expression used to initiate a potential friendship. The data on seeking agreement strategy are also found in data numbers 71, 90, and 103.

4.1.6. Avoiding disagreement

06/AD/EI

"I appreciate your dance, but let's try the newest trend"

This comment of Alina dancing to a song from TikTok which was popular during the Covid-19 era, namely the song from Powfu, namely Death Bed. Which is now no longer a trend to do, and the speakers remind me of the trend of songs in the past that rarely appear now.

The utterance "I appreciate your dance, but let's try the latest trend" is an example of the avoidance of dispute strategy, used to avoid conflict or disagreement with the other person. In this context, the sentence shows respect for someone and invites them to try new things without rejecting or belittling what has been done before. This strategy can help build positive relationships and make it easier to achieve common goals without causing conflict or disagreement.

4.1.7. Presupposing

07/PP/PSH

"We have met before. I thought you were very tall"

This comment on Alina's video about herself on vacation in Russia and it turns out that the speaker had met Alina while in Russia but did not greet each other.

The utterance "We have met before" can be done by looking for assumptions or implied information contained in the sentence. Some examples of assumptions or implied information that may be contained in the sentence include the assumption that the speaker and the interlocutor have met before, the assumption that the interlocutor may not remember the meeting, and the assumption that the speaker wants to remind the interlocutor about the meeting. By understanding these assumptions, users can rebuild past relationships and reinforce future interactions.

4.1.8. Joking

08/JK/CP

"Is that okay, if I tackle that pizza now?"

This is a comment on the video of Alina herself lipsing while dancing randomly and holding a pizza, but until the video is finished, the pizza is not eaten, and the speakers feel that the pizza is used as a property alone which makes her want to do something with the pizza

The utterance "Is that okay, if I tackle that pizza now?" uses positive politeness strategies joking. Positive politeness strategies are used to show friendliness and establish a good relationship with the listener. In this sentence, the speaker uses a joking strategy to request in a more lighthearted and friendly way. The use of the word "tackle" instead of "eat" is a humorous way of asking if it's okay to eat the pizza. The speaker is using humor to make the request less direct and more polite. By using a joking strategy, the speaker is showing that they are aware of the listener's desire to be respected and are trying to establish a friendly relationship. The use of positive politeness strategies and joking in this sentence is an effective way to request in a more polite and friendly manner. The data of joking strategy are also found in data numbers 25, 42, 47, 50, 57, 60, 63, 65, 68, 69, 82, 87, 94, 96, 98, 104, and 110.

4.1.9. Asserting

09/AT/MSD

"She always waves at the end of every video"

This is the comment on the video of Alina's video about herself making the transition in her makeup process from start to finish and the results were very beautiful and accompanied by a waving pose at the beginning and end of the video,

The utterance "She always waves at the end of every video" is an example of an asserting sentence that is used to state facts emphatically and without hesitation. Using the adverb "always", the verb "waves", and the phrase "at the end of every video" can help reinforce the belief that the action "she" is taking place in every video and make those actions clearer. A simple statement of fact about someone's behavior. An assertion is a statement that can be either true or false, and that can be supported by evidence or reasoning. To analyze assertions in a sentence, there needs to be a claim or argument being made that can be supported or refuted. The data of asserting strategy are also found in data numbers 40, 56, 59, 64.

4.1.10. Offering

10/OFR/BR

"I can help you choose a hair color if you want!!!"

This is a comment on Alina's video about her switching to a new hair color, starting with showing her hair color brown and then continuing with a transition showing her new hair color which is purple, and the speaker wants to suggest another hair color because Alina looks really like it dye her hair a striking color.

This utterance uses positive politeness strategies offering. Positive politeness strategies are used to show friendliness and establish a good relationship with the listener. In this sentence, the speaker uses an offering strategy to make a suggestion in a more friendly and polite way. The use of the word "if you want" is an example of an offering strategy, which shows that the speaker is giving the listener a choice and not forcing them to do anything. By using an offering strategy, the speaker is showing that they are aware of the listener's desire to be respected and are trying to establish a friendly relationship. The data of offering strategy are also found in data numbers 23

4.1.11. Being optimistic

11/BO/EC

"Let's meet on the next trip"

This is the comment on the video of Alina's a video about herself on vacation with her friends in Russia, then in the comments column found comments sent by her friends because it was seen that they had just gone diving together

The utterance "Let's meet on the next trip" can be considered an example of an optimistic sentence because it expresses a belief that there will be an opportunity to meet again in the future. Using the verb "meet," the phrase "on the next trip," and the pronoun "let's" can help clarify the purpose, timing, and belief that the action will occur. This suggests that there will be a future trip where the speaker and the listeners will meet. Optimistically, it can be interpreted as a positive sign that there will be another opportunity for the two to meet and spend time together. It is a good idea to plan and look forward to future trips and endeavors with a positive and optimistic attitude. The data of being optimistic strategy are also found in data numbers 70, 75, , and 102.

4.1.12. Including both S and H

12/ISH/EI

"I'm excited to be collaborating with you on TikTok. What are your ideas for the next collaborative content?"

This is a comment in the video Alina is dancing with her friend Raider with TikTok music, namely the song Snowman from Sia, they perform a very good and interesting dance because this couple is liked, then the speaker is Raider himself who likes their collaboration and wants to make the next joint project.

The utterance "I'm excited to collaborate with you on TikTok. What are your ideas for the next collaborative content?" suggests a collaborative effort between speakers and listeners in creating content for TikTok. An analysis of the strategy used by the speaker in using such a sentence will reveal that it combines the speaker and the listener in the creative process, ensuring that both parties have an equal voice in determining the content of the collaboration. This strategy provides a sense of inclusivity and partnership, creating a positive and productive environment for collaboration. Additionally, it shows that the speaker is open to hearing ideas from the listener, which fosters respect and recognition for the contributions of others.

4.1.13. Giving gifts to H

15/GGH/BR

"Thank you for always updating. Here's a small gift to show my appreciation, just DM me for the address"

This is a comment on Alina's video just playing around and trying random TikTok filters with animal head shapes, then the speaker likes Alina's video updates in any concept and wants to give a gift because it makes her happy.

The utterance "Thank you for always updating. Here's a small gift to show my appreciation, just direct message me for the address" is an expression of gratitude and offers a small gift as a token of appreciation for someone who has been providing regular updates. The speaker values their effort and wants to show their appreciation in a tangible way. The choice of a small gift and an offer to direct message for the address suggests that the speaker may not have a close personal relationship with the recipient but still wishes to express their gratitude.

4.2 The Purpose of Performing The Politeness Strategies in the Comment Section of Alinakim's TikTok

Table 2. The purposes of performing the positive politeness strategies in the comment section of Alinakim's TikTok

No.	Purpose	Frequency	Percentage
1.	Giving Compliment	38	34,55 %
2.	Showing respect	15	13,64 %
3	Minimizing the social distance	20	18,18 %
4	Building Rapport	20	18,18 %
5	Promoting social harmony	2	1,82 %
6.	Creating a positive and supportive relationship	15	13,64 %
		110	100 %

4.2.1. Giving Compliment

16/EG /CP

"Perfect Girl"

This is a comment on the video of Lina dancing to the Lemon Tree song cheerfully, then the speaker states that "Perfect Girl" because the dance shows very well

The utterance "perfect girl" is an example of giving a compliment, giving compliments is a way to make the hearer feel good about themselves and minimize the threat to their positive face. In this sentence, the speaker uses the term "perfect girl" to give a compliment to the hearer's positive face. The use of the word "perfect" implies that the speaker thinks highly of the hearer and that they are special. The use of the word "girl" is also an endearment term that shows the speaker's affection towards the hearer. By using this positive politeness strategy, the speaker aims to establish a positive relationship with the hearer and make them feel valued and appreciated.

4.2.2. Showing respect

17/GGH/SR

"I respect your version and appreciate your willingness to share it"

This comment is on Alina's video about her using the cat filter on the trend again Ratata, the speaker likes Alina's video version which is different from the users of the song trend.

The utterance "I respect your version and appreciate your willingness to share it" is an example of showing respect through comments. It uses positive politeness strategies to acknowledge and value listeners' opinions and build positive relationships with them. By using these strategies, the speaker aims to reduce the threat to the listener's positive face and avoid conflict or offense. The act of giving appreciation or respect is shown for the version conveyed by the other person and being appreciated for his desire to share it. It shows an open attitude

and respect for other people's perspectives.

4.2.3. Minimizing the social distance

18/BO/SR

"I love your content! You always make me laugh and brighten up my day"

This is the comment on the video of Alina's video about herself cover dance of the song entitled Dalla-Dalla from Itzy with the ridiculous initial scene, Alina entering the camera frame by jumping and turning once, this is very funny and makes the speakers happy to see her

The utterance "I love your content! You always make me laugh and brighten up my day" uses the positive politeness strategy of minimizing the social distance by complimenting the content creator, establishing common ground, and expressing appreciation. This can help to enhance the content creator's positive face by making them feel valued and appreciated, which can lead to a more positive and supportive environment on TikTok.

4.2.4. Building Rapport

19/SA/SR

"Your videos are so inspiring! I love how you always motivate me to be my best self."

This is the comment on the video of Alina's video about herself cover dance of the song entitled Dalla-Dalla from Itzy with the ridiculous initial scene, Alina entering the camera frame by jumping and turning once and inspires the speakers.

It is used to show that the speaker appreciates how it motivates them to be their best self. Building rapport in this context refers to establishing a positive relationship or connection between the speaker and the person in question. The speaker is expressing positive emotions and admiration towards the person's work, which can help establish a good rapport with them. Additionally, the use of the word "always" suggests that the speaker has been following the person's work for a while, which could further strengthen the connection between them.

4.2.5. Promoting Social Harmony

20/NCH/EC

"You're such a great role model for promoting diversity and inclusion on TikTok. Keep up the amazing work!"

This is the comment on Alina's video about herself showing how she makes a video transition without looking at the combined video pieces and looks smooth when transitioning from straight hair to curly hair, then speakers like Alina's curly hair.

The statement "You're such a great role model for promoting diversity and inclusion on TikTok. Keep up the amazing work!" can be considered an example of positive politeness strategy as it is aimed at promoting social harmony and making the person feel good about their actions. Positive politeness strategies are often used to show appreciation and admiration for someone, and to encourage them to continue with their positive behavior. In this case, the statement is praising the person for their efforts to promote diversity and inclusion on TikTok, which is a positive and important message. This kind of positive feedback can help to motivate and encourage people to continue with their efforts to promote social harmony and inclusivity in their communities.

4.2.6. Creating A Positive and Supportive Environment

21/INR/MSD

"Thanks for being such a positive influence on TikTok. Your content always brightens up my day."

This is the comment on Alina's video about herself showing how she makes a video transition without looking at the combined video pieces and looks smooth when transitioning from straight hair to curly hair, then speakers like Alina's curly hair.

The utterance "Thanks for being such a positive influence on TikTok. Your content always brightens up my day." shows that the speaker is expressing gratitude towards someone who has had a positive influence on their life through their content on TikTok. The speaker acknowledges that the person's content always makes them feel better and is grateful for their positive impact. The sentence demonstrates a supportive attitude towards the person's content and encourages them to continue creating content that brightens up people's day.

4.3 Discussion

Discussion of research on positive politeness strategies used in the comment's column @Alina Kim on TikTok reveals several important findings. The study has identified various strategies used by users to maintain a positive and respectful tone in the comments section. The strategies found based on the data found are noticing, attending to H (her/his interests, wants, needs, goods, etc.), exaggerating, intensifying interest, using in-group identity markers, seeking agreement, avoiding disagreement, presupposing, joking, asserting, offering, being optimistic, including both S and H, giving gifts to h (goods, sympathy, understanding, cooperation).

Based on the strategies found, the most dominant strategy is intensifying interest, because in this research the focus is on politeness strategies used in comments that have a positive charge, so the intensified interest strategy provides additional positive value to a topic or object being discussed whereas for purposes, found giving a compliment, showing respect, minimizing the social distance, building rapport, promoting social harmony, and creating a positive and supportive relationship. The purpose of positive politeness strategies is dominant in compliments, based on the search results provided, it is difficult to determine the specific reasons why the positive politeness strategy is dominant in the @Alina Kim comment column on TikTok.

This strategy can be used to build rapport with content creators, positive politeness strategies can also serve to enhance a commenter's positive self-image and social status in the online community. It relies on positive politeness strategies to maintain respect. The study on positive politeness strategies used in @Alina Kim's comment section on TikTok provides valuable insight into the importance of maintaining a positive and respectful tone in social media interactions. By using positive politeness strategies, users can create a positive atmosphere and encourage healthy interactions on social media platforms. Social media platforms should also take steps to promote positive interactions and discourage negative behavior among users.

4. CONCLUSION

The data of this research contains 51 registers classified based on the types of registers and The research on positive politeness strategies used in the comment section of @Alina Kim on TikTok has found that the Intensifying Interest strategy and the Compliment strategy are the most dominant strategies used by the users. The Intensifying Interest strategy involves showing interest in the topic or the person being addressed in the comment section, while the Compliment strategy involves expressing admiration or positive feedback. The study has identified several other strategies such as Humor and Gratitude that are also used by the users to maintain a positive and respectful tone.

The study highlights the importance of maintaining a positive and respectful tone in social media interactions. By using positive politeness strategies, users can create a positive atmosphere and promote healthy interactions on social media platforms. Social media platforms should also take steps to promote positive interactions among users and discourage negative

behavior such as hate speech and cyberbullying.

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