



Analysis of Language and Communication Politeness in The Globalization Era Using the Facebook Application

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kesantunan berbahasa dan berkomunikasi di era globalisasi, khususnya melalui aplikasi Facebook. Seiring dengan meningkatnya penggunaan media sosial, interaksi antar individu menjadi lebih kompleks dan beragam. Dengan menggunakan pendekatan kualitatif, data dikumpulkan dari unggahan, komentar, dan pesan yang beredar di platform tersebut. Hasil analisis menunjukkan bahwa kesantunan berbahasa di Facebook dipengaruhi oleh faktor budaya, konteks komunikasi, dan karakteristik pengguna. Meskipun norma kesantunan berubah dan bahasa yang digunakan cenderung lebih informal, namun tetap ada unsur rasa hormat. Penelitian ini juga mengungkap tantangan dalam menjaga kesantunan berbahasa di lingkungan digital yang serba cepat dan sangat anonim. Hasil ini diharapkan dapat memberikan wawasan tentang pentingnya kesantunan berbahasa dalam interaksi sosial di media sosial dan dampaknya terhadap hubungan antar individu dalam konteks globalisasi.

ABSTRACT

This study aims to analyze the politeness of language and communication in the era of globalization, especially through the Facebook application. As the use of social media increases, interactions between individuals become more complex and diverse. Using a qualitative approach, data was collected from posts, comments and messages circulating on the platform. The results of the analysis show that language politeness on Facebook is influenced by cultural factors, communication context and user characteristics. Although politeness norms are changing and the language used tends to be more informal, there is still an element of respect. The study also reveals the challenges of maintaining politeness in a fast-paced and highly anonymous digital environment. These results are expected to provide insights into the importance of language politeness in social interactions on social media and its impact on relationships between individuals in the context of globalization.

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1. INTRODUCTION

In the era of globalization, advances in communication technology have changed the way people interact. Social media applications such as Facebook facilitate communication between countries and cultures and eliminate the constraints of distance and time (Hermawanto & Anggraini, 2020). Facebook is a very popular platform with millions of active users every day. People from different cultures, languages, and morals can communicate directly with each other. Despite the advancements in digital communication, we are faced with significant

challenges in maintaining language learning, especially in informal and unrestricted communication.

The use of Facebook as a means of communication allows freedom of expression, but also often causes problems such as hate speech, the spread of inaccurate information and the decline in moral standards that must be respected. Globalization helps accelerate the blending of cultures, leading to changes in communication norms and values. This can lead to confusion about language ethics in the digital world (Salahuddin, 2024). This phenomenon shows the importance of understanding how to maintain and strengthen language ethics in increasingly open global communication.

Analysis of politeness in language on Facebook is important for studying the application of politeness norms and communication ethics by users from various backgrounds, as well as the impact of globalisation on the way of communicating on social networks (Diestoni& Siahaan, 2021). Language politeness includes using polite language, respecting others, and avoiding verbal conflict. This is important to maintain communication harmony in an increasingly digitally connected society.

2. METHOD

The author applies qualitative methods in this article's research. The purpose of qualitative research is to understand social phenomena or symptoms by focusing more on a complete picture of the phenomenon being studied rather than breaking it down into interrelated variables (Strauss & Corbin, 2003). The author's references are based on previous sources such as journals, books, and e-books that are relevant to the concepts and problems being discussed and are reliable.

3. RESULTS AND DISCUSSION

The forms of politeness found in Facebook media can be seen from the following speech data:

1. NN : Thank you, good person (a). O God, give this good person sustenance and guidance and long life (b).

The above utterance is one of the data taken from a post about saving wild animals. It can be seen from data 1 (a) the use of the word thank you above. The use of the word is an expression of gratitude to the content creator. In addition, sentence (b) contains the commentator's prayer for the content creator who has helped the wild animal. From that sentence, politeness in language can also be seen because they are praying for each other.

2. RA: Oh my, I was so shocked. 😊👍😊😊(a)
I hope you stay healthy, bro 🥰🥰🥰(b).

The above statement is one of the data taken from a cat lover community, the post contains a cat that looks like it was run over by a toy truck. In example (b) the use of polite words is seen by praying for the cat. In the example above there is also the use of cute emoticons as a form of facial expression.

3. FAA: Alhamdulillah, as I grow up I love my mother even more. Aamiin (a), greetings to beginner interaction (b).

The above utterance is data taken from a fan post of an artist in Indonesia, containing a photo of the artist and his child. From data (a) the use of the word is as an expression of

gratitude towards the artist's child. In data (b) there are words of greeting that indicate permission to the uploader of the post.

4. MR : Taii content (a)

The above utterance is one of the impolite utterances from Facebook users. The data above was taken from the comments of a cooking recipe post, the content has a fairly complicated way of cooking. The data above is an expression of the audience's annoyance towards the content provided by the uploader of the post.

5. BNR: That female (a) always butts into other people's business, try telling her to improve her behavior so she'll be safe (b).

The above statement is a comment on a post about an artist who interferes with another artist's problem. Data (a) shows an expression of annoyance with the mention of females which seems to be mocking the artist. Data (b) shows an expression that the commenter told the artist to improve his behavior first before interfering in other people's problems.

6. MLM : Coja un colador y ya está limpio el aceite así no hay peligro de quemarse.

The above statement is evidence of the impact of globalization. The comment was taken from a recipe post, the comment was posted by a Spanish person which translates to 'Take a strainer and the oil is clean so there is no danger of burning.'

DISCUSSION

Facebook, as a very popular social media platform, has become a global interaction space in the era of globalization. The ease of communication across cultures, countries, and languages allows users to communicate with each other without the limitations of space and time. In this context, the analysis of language politeness on Facebook shows that this platform reflects various forms of communication, both polite and impolite. Some Facebook users apply the principle of politeness by showing gratitude, prayers, and using emoticons to strengthen their expressions. This reflects an effort to maintain harmonious communication and show appreciation for others. On the other hand, impoliteness often appears in the form of hate speech, sarcasm, or negative comments that are not constructive.

Globalization plays a major role in expanding the reach of communication, enabling Facebook users to interact with people from different countries. However, the impact of globalization is also seen in the use of language and communication culture, such as comments in different languages and differences in politeness norms. This creates challenges in understanding and respecting cross-cultural communication ethics.

The politeness or rudeness of users is often influenced by the context of the post and the emotional response to the content. Expressions of annoyance, such as in negative comments, usually appear in response to content that is considered annoying or complicated. On the other hand, emoticons are often used to express emotions and clarify the meaning of communication. Overall, this study shows that Facebook is a real reflection of the diversity of cultures, values, and expressions of human communication in the digital era. To maintain harmony in global communication.

4. CONCLUSION

This study reveals that in the era of globalization, the use of Facebook as a communication platform significantly reflects the complexity of language politeness in digital interactions. The

findings demonstrate that while many users still uphold politeness by expressing gratitude, giving prayers, and using supportive emoticons, there is also a considerable presence of impolite communication characterized by sarcasm, harsh language, and negative criticism. These variations are influenced by individual user characteristics, the emotional context of posts, and cultural backgrounds.

Globalization further complicates this landscape by blending diverse norms, languages, and communication styles, often leading to misunderstandings or differing interpretations of what is considered polite. The presence of comments in multiple languages also illustrates the global reach and multicultural interactions on Facebook. Despite the challenges posed by anonymity and the fast-paced nature of digital communication, the study underlines the importance of maintaining politeness to foster respectful and harmonious online discourse.

Ultimately, Facebook serves not only as a medium for social connection but also as a reflection of broader cultural and ethical shifts in communication. This research highlights the urgent need for awareness and reinforcement of language politeness to preserve the quality of human interaction in digital public spaces shaped by globalization.

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