ABSTRACT

POLITENESS STRATEGIES OF Q&A IN MICROSOFT'S FORUM

DARAQUTHNI TSARWAN TARIS
15111526

To build a good communication, people have to use politeness strategy. The aim of this research was to find out politeness strategies of Q&A applied by moderators and users in an online forum, particularly Microsoft forum. The researcher used purposive sampling and qualitative method. In this research, five forum section were chosen as the data source, the forums were selected only for those which have at least 5 answers. The data of this research was the written communication in the form of questions and answers in the forum applied by Moderators and Users. 23 datum in total were found in the study, divided into positive and negative politeness. The findings of this study indicated that Positive politeness contribute the most in the forum, as it found that there are 20 various datum in several categories. Negative politeness also play a vital role as question giving. It was found that the only questions categorized as politeness strategies was Negative politeness. A pattern of politeness strategies also applied by the Moderator to give a nice answers to the user.

Key word: Microsoft Forum, Politeness strategy, Pragmatic, Q&A